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THE NATIONAL NEWSPAPER OF MARKETING

Eastern Air Lines Asks CAB: Halt Rival's 'False' Ads

'Fullest Protection of Board Needed' by Public, Other Lines, Says Plaint

(For National's reply to Eastern's charges see news flash below.)

WASHINGTON, July 30—Eastern Air Lines charged today that National Airlines is engaging in "unfair, deceptive and misleading advertising" and it asked the Civil Aeronautics Board to issue a cease and desist order against National.

In a highly unusual action, Eastern filed a formal complaint with the CAB, alleging that National's ads "repeatedly have contained representations which were patently inaccurate, or which were so readily subject to misinterpretation that it has appeared to Eastern the advertisements were deliberately couched in vague and confusing sentences to mislead."

Eastern and National are competitors on one of the nation's most heavily traveled routes—New York to Miami. Fletcher D. Richards, Calkins & Holden (the Richards wing) has handled Eastern's advertising for many years. National moved its account to Marschalk & Pratt last year.

Eastern leveled the following charges against its competitor:

• 1. National advertised a $70.20

(Continued on Page 79)

Echols, Leahy, Redhead Named to Head F&S&R Offices

NEW YORK, July 30—Fuller & Smith & Ross today named managers of its offices in Chicago, San Francisco and Pittsburgh. David H. Echols will head the Chicago operation; John Leahy will run the San Francisco office and Hugh M. Redhead takes over in Pittsburgh.

Mr. Echols, vp and manager in Chicago, takes over from Edward J. Lauesen, who becomes vp for corporate marketing programs for the agency as a whole. Mr. Echols, who joined F&S&R recently, had been on special assignments.

Prior to joining F&S&R, he was an independent market consultant. His last agency association was with Walter Weir Inc., which he joined in 1950 as exec vp and board member. Previous to that Mr. Echols spent 13 years with Grant Advertising and was exec vp and manager of the agency's New York office when he left Grant in 1950 (AA, Dec. 4, '50).

Mr. Leahy, previously vp and group supervisor in San Francisco, succeeds William P. Dumont, who has been named West Coast coordinator of the agency's operations.

Mr. Redhead, who had been vp in charge of creative services in Pittsburgh, succeeds John A. McKinven, who has moved to the New York office for special marketing assignments.

Meanwhile, Kirk C. Tuttle, vp and manager in Cleveland, has been named to the agency's board of directors. #

IT'S FRENCH—*This two-color ad for Clicquot champagne will appear this fall in The New Yorker and Social Spectator. Albert Woodley Co., New York, is the agency.*

Sawyer-Ferguson, McDevitt to Merge Effective Sept. 1

NEW YORK, July 30—George A. McDevitt Co., newspaper representative, will be merged into Sawyer-Ferguson-Walker Co., effective Sept. 1, it was announced yesterday. The combined shop will continue as Sawyer-Ferguson-Walker.

The merger, described as "an exchange of equities," will move such McDevitt clients to S-F-W as the *Boston Herald-Traveler, Scranton Times, Trenton Times* and the *Perth Amboy Evening News*. Three newspapers in West Virginia—the Ogden group—were still considering today whether to move to Sawyer-Ferguson-Walker. The papers are in Wheeling, Fairmont and Parkersburg.

Sawyer-Ferguson-Walker is the representative, among others, of the *Washington Post, Miami News, Tacoma News Tribune, San Fran-*

(Continued on Page 78)

Next: TV Colossals? . . .

55 Advertisers Set TV Specials for '59-'60

Impact of Big Shows, Plus Merchandisability Appeal to Big Sponsors

NEW YORK, July 30—The 1959-'60 nighttime network tv season shapes up as a paradox. On one hand, there is a trend toward the sale of hour shows to a flock of sponsors on a minute participation basis. On the other hand more big tv specials—individually sponsored and co-sponsored—are coming up than ever before.

Definitions are so loose as to be almost meaningless for the type of programming which once was called spectaculars and is now generally referred to as specials. But, in general, they are the tv dessert, as distinguished from the week-in-and-week-out regular fare.

There is a worldwide search on for talent for these super shows, which will range from news, to documentaries, to variety, to music, to drama. Among the notable tv holdouts being lured in by the spec producers are Ingrid Bergman and Marlene Dietrich. One U.S. advertiser, U. S. Time Corp., is trying to sign up the Moscow State Circus for an hour telecast.

■ In the old days, spectaculars were generally 90-minute vehicles. The most popular length now is the hour form; occasionally a 30-minute show creeps into the list. The specs were almost always live color television, but tape and film are being used increasingly for specials. Costs for the new season's crop of specials are expected to range from $220,000 to $650,000.

NBC still accentuates color in its specials, partly to help its par-

(Continued on Page 78)

Frozen Juice Group Adds $3,300,000 to B&B's Citrus Billing

LAKELAND, FLA., July 30—All 22 producers of Florida frozen concentrated orange juice in retail size containers joined hands this week to underwrite a $3,300,000 promotional program during the fall months.

Basically a sampling campaign involving prizes and a coupon redemption offer, the program will be spearheaded by an advertising program in magazines, newspapers and Sunday supplements. Media expenditures will represent about a third of the over-all promotional outlay, running between $1,000,000 and $1,250,000, a spokesman for the processors said.

Benton & Bowles, the Florida Citrus Commission's advertising agency for the past five years, has been retained by the group to handle the special sales push in September, October and November.

■ "This supplemental program set up by the concentrate manufacturers adds an important new dimension to the selling effort behind Florida frozen orange juice," said Harry Warren, Benton &

(Continued on Page 78)

'Kerplop—into the Select Agency Circle' . . .

Reach Blasts Advertisers' Tendency to Gravitate Toward Bigger Agencies

It Pays to Stay with Agency, Help It Grow, Says Agency Chairman

NEW YORK, July 28—Behind the present rash of agency mergers and the flurry of account switching is the feeling on the part of advertisers that "a big agency is a good agency."

Charles Dallas Reach, chairman of Reach, McClinton & Co., stated and then scoffed at this concept at his agency's annual meeting of stockholders yesterday. He added that there is "a select circle of agencies wherein the major advertising accounts rotate."

Most advertisers selecting an agency, he said, use billings volume as their yardstick. "But this is merely a convenient money symbol for the present day philosophy—'if you're big, you're good,' and conversely.

"Today's 'organization man'," continued Mr. Reach, "is different from the rugged individualist of yesterday. He is often an insecure person who uses this reasoning when he says, 'Now our business is big enough to entitle us to the best.' Despite past performances of smaller agencies—kerplop! into the select agency circle goes the account. And it rotates thereafter from Tinker to Evers to Chance."

■ Mr. Reach said his shop billed $18,145,000 for the fiscal year just ended. "This is an alltime high; our present billing is at the rate of $22,000,000." (Reach billed $15,800,000 in 1958.)

According to Mr. Reach, the agency will make a net of about $50,000—or $4.16 a share on 12,000 shares. This amount—"only 0.3% in volume"—will be added to surplus. The $50,000 figure was arrived at, he indicated, after deducting federal, state and municipal taxes and putting "about the same amount as last year" into profit sharing.

"Our net worth will then be around $750,000," said Mr. Reach.

■ Mr. Reach cited a statement by Charles Mortimer, head of General Foods, to the effect that "the surest way to overspend on advertising is not to spend enough" (AA, July 27; *also see editorial on Page 12 this week*).

"This simple, basic observation," said Mr. Reach, "not only pinpoints why so many advertising campaigns fail, but its impli-

(Continued on Page 78)

Last Minute News Flashes

Advance Fare Ads Common Practice, National Says

NEW YORK, July 31—Marschalk & Pratt, agency for National Airlines, told ADVERTISING AGE this afternoon that it would not comment specifically on the complaint alleging misleading advertising, filed against the line by Eastern Air Lines, until it has had an opportunity to review the document. Eastern filed its complaint with the Civil Aeronautics Board (*see story above*) but announced the move to the press before National was served, the respondent airline said, adding that National was "shocked" at this procedure. Marschalk & Pratt replied to one of the charges in the press report—namely that National had advertised a fare reduction for nine days before it said it would go into effect—that it is "common practice in the airline industry to announce fare reductions in advance of the effective date."

Waterman Bic Shifts Account to Kastor, Hilton

NEW YORK, July 31—Waterman Bic Corp., which three months ago appointed E. T. Howard Co. to handle advertising after a 30-year absence, has switched the account to Kastor, Hilton, Chesley, Clifford & Atherton. It was learned that Bruce Enderwood, who got the account from Fletcher D. Richards last December, and then brought it, and himself, to E. T. Howard, is no longer connected with the agency or with the pen company.

Sterling Drug's Breon Unit Screens Agencies

NEW YORK, July 31—George A. Breon & Co., ethical products division of Sterling Drug Inc., is screening agencies to handle advertising for its prescription specialties. Sudler & Hennessey has had the account.

(Additional News Flashes on Page 79)

JWT Portion of Johns-Manville Returns to C&W

Newell-Emmett Agency, C&W Forerunner, Had Account 31 Years Ago

NEW YORK, July 30—A client-agency relationship that ended 31 years ago will be resumed Jan. 1, when the major portion of the Johns-Manville Corp. account returns to Cunningham & Walsh.

The account is reported to bill "in excess of $2,000,000"; it has been at J. Walter Thompson Co. for the past 28 years. The decision to switch follows a three-month survey in which ten agencies were involved, and three presentations were heard by the client. Advertising for eight operating divisions moves to C&W, while the J-M Dutch brand division will continue with Waldie & Briggs, Chicago, and MacLaren Advertising, Toronto, will continue with the Canadian products division.

The Newell-Emmett Co., which later became Cunningham & Walsh, handled Johns-Manville advertising from 1919 to 1927. At that time John Cunningham, now chairman of the board, was the account executive. A. Lawrence Cunningham, advertising manager of the J-M building products division, is John Cunningham's brother. #

Kellogg to Use Dailies, TV in Drive for OKs

BATTLE CREEK, July 29—Just about everything is "OK" for the Kellogg Co. these days. The company is putting extra heavy promotional guns behind the introduction of its new prepared oat cereal, OKs.

Color newspaper ads—including preprints in New York City—b&w newspaper, color comics, outdoor, network and spot tv and point of purchase material are being used to launch the product.

Introduction will begin in August along the Eastern Seaboard (AA, July 27), with national distribution and advertising expected in six to nine months.

■ First newspaper ads, using color where available, will break in Philadelphia Aug. 3. In New York, the preprint color ad will run as two pages in two tabloids —the *News* Aug. 11 and the *Mirror* Aug. 13. The preprints, on rolls, will be fed into the regular press runs. Special ad makeup (wallpaper style) will eliminate the need to center the pages. In the *Mirror* the ad will be a center spread, but in the *News* the left side of the ad will appear several pages ahead of the center page, and the right side several pages behind the center.

Almost 100 newspapers will be used in the eastern introductory campaign. OKs will also be advertised via No. 100 outdoor showings in 25 top markets in the East.

■ Kellogg will make its OKs the major sponsor of three tv shows it spots in markets throughout the country—"Huckleberry Hound," "Woody Woodpecker" and "Superman." It will make OKs a prominent sponsor on "Dennis the Menace" (CBS), "Deputy" (NBC), "Hotel de Paree" (CBS) and the Garry Moore Show (CBS). Spot tv will be added in some markets.

In-store promotion will include mobile displays, banners, shelf cards and posters.

All advertising is centered around "Big Otis, a rugged Scottish Highlander," whose muscular form is featured in the print ads and on the package.

■ This is Kellogg's first prepared oat cereal, with Cheerios and Alpha-Bits expected to be the product's main competition among oat cereals. General Mills introduced Cheerios in 1941. General Foods (Post cereals) introduced presweetened Alpha-Bits about two years ago, and the prepared oat cereals are now said to take between 10% and 15% of the dry cereal market.

Leo Burnett Co., Chicago, is the Kellogg agency. #

t.f. Contest Judges Named

Judges for the t.f. Club of Cleveland's ninth annual ad competition of industrial advertisers in the north Ohio district will be G. D. Crain Jr., publisher of ADVERTISING AGE, *Advertising Requirements* and *Industrial Marketing;* James Murphy, ad director of Allis Chalmers Mfg. Co., and Howard Sawyer, vp of James Thomas Chirurg Co. The deadline for entries in the five categories of the competition is Aug. 3. Winners will get their awards Sept. 14.

C&W Promotes Chevins

Anthony C. Chevins, director of the creative department of Cunningham & Walsh, New York, has been elected senior vp of the agency.

POWERFUL—*Big Otis, the Scottish Highlander, provides the central theme for introductory advertising of Kellogg Co.'s new oat cereal, OKs. This four-color preprint ad will run in the New York News and Mirror the second week of August.*

FTC Hits P&G on 'Monopoly' Deal for Distribution by Appliance Makers

Manufacturer Can Get $1,000,000 a Year in Ad Support, Says Complaint

WASHINGTON, July 31—The Federal Trade Commission today issued a complaint against Procter & Gamble Co. and its wholly-owned subsidiary, Procter & Gamble Distributing Co., both of Cincinnati, charging that the exclusive contracts under which they provide manufacturers of automatic washing and dishwashing machines with free samples of P&G's detergents (Tide, Dash and Cascade) illegally restrain trade.

The companies also are charged with claiming falsely that the manufacturers endorse the three detergents as better than all other competitive products and recommend their exclusive use.

The complaint charges that the two P&G companies had signed, by August, 1957, exclusive free sampling contracts for Tide or Dash with every domestic manufacturer of automatic top-loading and front-loading machines and automatic

(*Continued on Page* 27)

Film Man Warns Rush to TV Tape May Bring 'Abhorrent Torrent of Insipid Commercials'

NEW YORK, July 29—Amid all the hosannas for tv tape came a voice this week counseling a go-slow approach until the new tool has been perfected.

The voice of caution was that of Robert Lawrence, head of Robert Lawrence Productions, a film producer, who is not yet equipped to handle tape work. He spoke his piece in a letter to 2,000 advertisers and agency executives. It was suggested that they ponder three considerations before switching to taped commercials:

1. "Tape cannot today match film's unlimited technological capacities—in editing, in animation, in the use of opticals, in the use of special effects, in sound track flexibility."

2. "Tape cannot today match film's unlimited creative capacities; the top directors, cameramen, scenic designers and editors in the tv commercial industry are in film today, not in tape."

3. "Tape today is more readily adaptable to the kind of commercial that does not require extraordinary technique or creativity—the simple unsophisticated, ordinary stand-up type—the kind that has hitherto been done live."

■ Mr. Lawrence termed the prediction of an industry authority that 65% of all commercials in 1959-'60 will be on tape "utterly fantastic." He said, "Such a premature use of tape would mean the most abhorrent torrent of dull and insipid commercials ever unleashed on the American viewing public."

Mr. Lawrence told ADVERTISING AGE that his letter was not prompted by the strain of competition from tape producers. He said his company's volume is up to approximately $4,000,000 for this year. #

'McCall's' Boosts Its Guarantee; Rate Hike Stresses Color

NEW YORK, July 30—*McCall's* will raise its circulation guarantee with its February issue to 5,500,000—up 300,000, or 5.8%.

At the same time, the magazine raised its four-color rates 5.58%, to $27,560, and its b&w page rate 9.5%, to $20,915.

McCall's emphasis on color is reflected in the rate card. The cost per 1,000 of four-color and four-color bleed (*McCall's* recently erased its 10% bleed charge) remain the same. Thomas F. Buck, the magazine's advertising director, pointed out that more than 70% of the magazine's volume is now four-color advertising. #

PEACHY—*This color magazine page, backed by the Cling Peach Advisory Board, Kellogg Co., Reynolds Sales Co. and the National Broiler Council, will appear first in the Sept. 21 issue of Life.*

Agencies' Office Switches Parallel Shifts by Accounts, Reflect Mergers

Six Biggest N. Y. Shops Occupy 1,169,000 Sq. Ft. at Total $5,300,000 Rent

NEW YORK, July 28—It's not only the accounts that move around a lot on Madison Ave. Advertising agencies themselves do quite a bit of traveling from one address to another.

This housing instability is pointed up in a report prepared for ADVERTISING AGE by Julien Studley, Madison Ave. realtor.

Mr. Studley, head of the company bearing his name, finds that the agency which has not moved in the past three years is the exception.

A favorite new address is 666 Fifth Ave. (waggishly referred to as the "sick, sick, sick building"), which opened last year. This is home today to Ted Bates & Co.; Benton & Bowles and Fuller & Smith & Ross (as well as Katz Agency, the media rep, and that veteran traveler among agencies, Revlon Inc.). Bates and B&B each occupy about 150,000 sq. ft. Each picks up an annual rent tab in the vicinity of $750,000.

Another popular residence these days is the "gold building," at 575 Lexington Ave., opened last year and now housing Sullivan, Stauffer, Colwell & Bayles; C. J. LaRoche & Co.; Kastor, Hilton, Chesley, Clifford & Atherton; Rockmore Co.; Richard K. Manoff Inc. and Co-ordinated Marketing Agency, as well as Hearst Publications and the Grolier Society.

■ The instability of the agency business is a prime reason for the frequent moves. New business means the agency is cramped; lost business means the agency has too much space.

Example: Sullivan, Stauffer took a 15-year lease on 40,000 sq. ft. of space at 477 Madison Ave. in 1956. Last year it had to break this lease to take 75,000 sq. ft. available in the "gold building."

This story is not uncommon. In 1955, Compton Advertising moved to new quarters at 261 Madison Ave. One year later it needed 50% more space and had to break a long-term lease to move into a new building at 625 Madison Ave.

Mr. Studley tries to get his agency clients to plan for contingencies. His favorite example of how an agency should rent space involves a deal which was never completed. A large ad shop looking for new quarters considered all the vagaries of the agency business and came up with this flexible plan:

■ The agency had 125,000 sq. ft. of space. It figured its "hard core"

(*Continued on Page* 50)

4-Advertiser Page in Magazines Opens Peach-Chicken Push

SAN FRANCISCO, July 28—A $1,000,000 fall promotion program for canned clings and fruit cocktail, the earliest and largest such drive in the history of the California cling peach industry, will break Sept. 21.

The campaign will open with a Chicken El Dorado sales event built around chicken stuffed with a new corn flake crumb dressing, baked in aluminum foil and served with broiled cling peaches.

National Broiler Council, Kellogg and Reynolds Sales Co. will add advertising and manpower to the campaign, as co-sponsors with the Cling Peach Advisory Board, which operates under authority of the California director of agriculture.

"The industry is working from a better-than-average supply of canned peaches," explains Bill Hoard, advertising and promotion manager of the board, "and our program has been expanded to include more concentrated advertising in consumer and trade publications.

■ "More direct mail to the grocery trade also will be used," Mr. Hoard continued, "and a series of luncheons will be held in top markets

(*Continued on Page* 6)

OLD GROWLER—*Blitz-Weinhard, Portland, Ore., brewer, is using ads like this newspaper color page in its first campaign since it shifted its account to Johnson & Lewis, San Francisco.*

Blitz-Weinhard Sets $250,000 Beer Campaign

PORTLAND, ORE., July 29—A $200,000 ad budget, with an additional $50,000 for point of purchase material, will use light, historical copy in the first campaign produced by Johnson & Lewis Advertising, San Francisco, for Blitz-Weinhard, Portland brewer.

"Even before your Pa wore knickers, you couldn't keep the lid on a foaming growler of Blitz," the copy says. "Everybody was bustin' to steal a swallow of the keen, crisp brew."

The agency took over the account last April from Weiner & Gossage, also of San Francisco.

The ad budget will be distributed among tv, outdoor, radio and newspapers, with the tv allocation in programs such as "Wanderlust" (KGW-TV, Portland) and "Mr. Adams & Eve" (KOIN-TV, Portland; KBES, Medford; KOTI-TV, Klamath Falls; KVAL, Eugene; KPIC, Roseburg, Ore.; KIMA, Yakima; KEPR, Kennewick; KBAS, Ehphrata, Wash.; and KLEW, Lewiston, Ida.).

Outdoor advertising will be posted in 94 markets, with rotating painted bulletins in Eugene, Portland and Salem.

A total of 39 radio stations in 28 markets will be utilized to carry 60-second spots, and 80 weekly newspapers will be used, to backstop four-color pages in 21 daily newspapers.

Robert Footman is the Johnson & Lewis account executive. #

Allegheny Airline Backs Expanding Service in Drive

Company Sees Biggest Growth for Feeder Lines; Pushes 'Leilani' Flights

By Herb Steinberg

WASHINGTON, July 28—Plans are being formulated by Allegheny Airlines for a record advertising and sales promotion campaign to bolster the carrier's expansion from 15 to an expected 50 major cities in the industrial Northeast.

From now through 1960, as the expected Civil Aeronautics Board approval widens Allegheny's service in all directions, a record advertising budget will be employed to sell the consumer in all areas covered, directly and indirectly, by the airline.

Leslie O. Barnes, president of Allegheny, told ADVERTISING AGE that the campaign, slated for newspapers, television, radio, business publications, direct mail and outdoor, will aim to build the public's image of Allegheny as a big airline, which can adequately serve basic travel needs not being met by the large transcontinental airlines.

"We will consider ourselves a retail outlet, as a department store in each of the markets to be served by our airline," Mr. Barnes explained. "We will analyze each local market individually and then decide how much of an advertising expenditure will be allocated for the area and what media will be used."

■ Marcus E. Smith, Allegheny account executive at VanSant, Dugdale & Co., Baltimore, disclosed that the ad schedule is far beyond what Allegheny has ever used. One of the objectives of the campaign is to promote Allegheny more strongly in areas where it already operates, Mr. Smith told ADVERTISING AGE.

Officials of both the agency and airline have allocated staff members to the effort to produce the comprehensive program. Included in the VanSant, Dugdale group, in addition to Mr. Smith, are C. M. Buchanan, account supervisor, and

(*Continued on Page* 26)

To welcome our 50th State
Exotic Leilani Flights
Pittsburgh to ATLANTIC CITY
WILDWOOD • CAPE MAY
New NAPIER JET-PROP Convair
3 FLIGHTS DAILY
Fly on... rely on ALLEGHENY

ALOHA CAPE MAY—*With newspaper ads like this one Allegheny promoted its Leilani flights.*

Rhodes Bill Hits Postal 'Subsidies' to Publications

'Gentler' Bill Wouldn't Institute 'Subsidy' Cut to $100,000 for 4 Years

WASHINGTON, July 28—The Rhodes amendment, which threw such a scare into the magazine industry two years ago, is back again, wearing a new dress but no less expensive to publishers.

Rep. George M. Rhodes (D., Pa.) today introduced a new bill to limit postal "subsidies" of large magazines and newspapers to $100,000 a year after four years. Publications would be forced to pay their full cost of handling, as ascertained by the Post Office.

(*Continued on Page* 30)

In '58 Beer Ad Cost Dipped 9%, AA Finds

Sales Rose 3%, but Average Ad Cost Fell to $1.03 Bbl. from '57's $1.16

CHICAGO, July 28—Beer sales were up 3% in 1958, and the 22 top U. S. brewers which sold 1,000,000 bbls. or more of beer and ale spent 9% less money in measured media advertising than they did in 1957.

Sales of the top 22 brewers totaled 56,695,000 bbls., compared to 55,087,000 bbls. (revised) in 1957.

Ad expenditures of $58,561,822—$1.03 a bbl. or 7.3¢ a case—showed a decrease from the 1957 total of $64,315,045—$1.16 a bbl. or 7.7¢ (revised) a case.

ADVERTISING AGE has calculated these figures in its annual survey of the industry from various sources of data on advertising media and from barrelage figures reported by Research Co. of America. Included are newspaper ad costs (including supplements) as measured by the Bureau of Advertising, American Newspaper Publishers Assn.; magazines and network tv as measured by Publishers Information Bureau; spot tv, by the Television Bureau of Advertising; business publications by Associated Business Publications, and outdoor by Outdoor Advertising Inc.

■ The advertising figures in this compilation are a rough indication only of comparable ad costs by

(*Continued on Page* 72)

Lean Times for Slenderella . . .

Tanny, Stauffer Flex Advertising Muscles

Among new advertisers to appear in the list of top 100 spenders in spot television in the first quarter of 1959 (AA, June 15) was Vic Tanny, which uses the medium to advise consumers of its growing facilities for enhancing their physical well being—to the tune of an expenditure which is expected to reach $1,500,000 this year. Tanny still has a long way to go to catch up with another advertiser catering to Americans' desire to improve their health and physiques, Stauffer Laboratories, which spends about $1,500,000 a year in national advertising, but in addition sparks about $4,000,000 worth of local advertising. A third advertiser in the field, which reportedly has spent about $2,500,000 in advertising to amass sales of $250,000,000, is Slenderella International, but this company is currently experiencing legal troubles stemming from a tax complaint by the federal government. The current status of these three health advertisers is set forth below and in an adjoining column.

Spot Tv's No. 97 User Stays Flexible in Buying Time, Like Its Gym Users

BEVERLY HILLS, CAL., July 29—Vic Tanny Gymnasiums, which operates nationally with a current volume of $21,000,000 a year and shows a steady increase, does business much like a mass volume retail store.

"Volume is what counts," Tanny says.

To get that volume he literally "packages" his gyms to provide a "country club air for the price of exercising," then aggressively and unceasingly advertises and merchandises his package. At the current rate of advertising, the gyms will spend well over $1,500,000 for tv spots alone this year. The organization broke into the ranks of the 100 top spenders in this medium in the first quarter of 1959 (AA, June 15).

■ Vic Tanny gyms bear no resemblance whatsoever to those in Rochester, N. Y., which young Vic frequented when he was a boy, with a yen for weight lifting. Those gyms then usually were dark and odorous, and frequented only by a limited number of male devotees of physical culture.

Today, reaching toward his "country club air," Mr. Tanny describes his gyms in such terms as these:

• "Among the highlights of the Vic Tanny health center is a huge indoor swimming pool set in a tropical background. Colored lighting, skilfully concealed, dramatically accents the entire pool area and sets it off as a sparkling,

(*Continued on Page* 80)

Stauffer Uses National Copy to Push Home Use; Local Ads Promote Salons

LOS ANGELES, July 28—When you want to reduce by the Stauffer method, you can go out and do so in a Stauffer System salon. Or you can perform the operation right in your own home, through Stauffer Reducing Inc., which will sell you the necessary home plan and equipment.

Together, the two companies currently are ringing up sales for the parent company, Stauffer Laboratories, at the rate of $40,000,000 a year. The home plan is accounting for a larger and larger—and major—share of this volume.

When the Stauffer company was founded in 1938 by B. H. Stauffer, who is still its owner, it was to do business as a reducing salon. The Stauffer system was, and is, based on a segmented, mechanized table—"the magic couch"—which provides the motion for the user to participate in "effortless exercise." By a combination of this "exercise" and a program of eating, women are promised, they can take off weight in pinpoint fashion, if desired.

■ After opening several of his own salons—one as far off as Chicago—Mr. Stauffer worked out a franchise plan, under which he rents his tables to operators for a percentage of their sales. Proceeding on this basis, he expanded gradually until some 275 Stauffer System salons were in business nationally. Today, in a program to weed out those with unsatis-

(*Continued on Page* 80)

How to Keep Your Husband FIT
Smart wives see that their husbands trim off those excess pounds and keep in shape the modern "Magic Couch" way. Husbands of smart wives like these avoid the dangers of overweight that doctors and insurance statistics warn us of. Find out how you...and your family can enjoy the multiple benefits of the Stauffer Home Reducing Plan of effortless exercise and calorie reduction. For complete information without obligation call or write today.
CALL SH 0-0143
STAUFFER HOME PLAN — Dept. 000
1919 Vinehurst Ave., Los Angeles 32, Calif.
Name
Address
City
State
Phone

KEEP POP FIT—*This is one of the small-space newspaper ads used by distributors of the Stauffer home plan.*

Tax Case Against Slenderella Is Set for Aug. 17 Hearing

NEW YORK, July 29—A growing list of creditors, including the U.S. government, will be heard in U.S. district court here Aug. 17 in the Slenderella International bankruptcy proceedings.

At that time motions will be considered concerning surrender of Slenderella leases, and also a motion to consolidate all claims in a summary proceeding.

The first financial blow hit Slenderella in April when the Internal Revenue Service filed 90 income tax liens against the reducing salons for back taxes (1953 to 1958) totaling $1,235,000 (AA, April 27). In May Slenderella filed petitions under the bankruptcy act, seeking to reorganize while remaining in business (AA, May 4).

■ This is the second time the company has filed bankruptcy proceedings. It was formed in 1950 by Larry Mack, formerly in the loan business. Its first agency was Doyle Dane Bernbach Inc., with which it parted company in 1952. The agency then placed liens against the company's property, claiming it was owed $70,000. It got $45,000 in a reorganization under the bankruptcy act.

After that hesitant start, how-

(*Continued on Page* 80)

Y&R Adds P&G in Venezuela as Obelleiro Closes

NEW YORK, July 28—Young & Rubicam's Caracas office has taken over the Procter & Gamble account in Venezuela.

P&G has named the agency to handle advertising for Unico (Tide), Camay, Lavasol (Duz), Drene and Clorox.

The previous agency is Obelleiro Carvajal, a shop that has worked for P&G in several Latin American markets, notably Cuba and Venezuela. It is regarded in some quarters as a P&G house agency. Obelleiro has now closed down in Venezuela.

Y&R services P&G in Puerto Rico and Great Britain, as well as in the U. S. and Canada. #

'Jobber Product News' Sets Annual Directory

Jobber Product News Directory & Buyers Guide, directory and buyers' guide in the automotive aftermarket, will be issued on an annual basis starting in January, 1960. *Jobber Product News,* Chicago, published the first edition of the directory in April, 1959. The page ad rate for the directory is $695.

National Tea Marks 60th Year via Brand Drive

Supermart Chain Sets Tie-in Promotion with 'Good Housekeeping'

CHICAGO, July 28—National Tea Co. is teaming up with *Good Housekeeping* for a fall promotion of "cook ahead" recipes to celebrate the grocery chain's 60th anniversary.

The recipes are for foods traditionally served at Thanksgiving and Christmas dinners, which housewives like to prepare ahead of the main cooking bout. The recipes will be contained in an editorial section of the November *Good Housekeeping,* and all of the food products advertised in the issue will be featured in them.

■ All of National's 925 or more stores will sport *Good Housekeeping* displays, including banners, window posters, over-wire pennants, shelf talkers and pricing cards. All food advertisers in the November *Good Housekeeping* whose products are stocked by National will have their brands imprinted on shelf talkers.

National shoppers will find the recipes in copies of *Good Housekeeping* to be sold near the checkout counters during the promotion. These copies, of which the magazine will distribute about 100,000, will include a special page insert saluting National's anniversary.

National will promote the November *Good Housekeeping* and the "cook ahead" recipes in its regular newspaper and radio ads.

■ National Tea is, in effect, using its 60th aniversary to give a special boost to the nationally advertised brands that it stocks, in keeping with the chain's traditional advocacy of national brands. Although it has its own Natco private label in a number of product lines, the company's emphasis on national brands is still strong and getting stronger, according to Val Bauman, advertising vp of National.

In this respect, National is an exception to a trend away from national brands and toward private labels in food stores noted by ADVERTISING AGE (AA, July 13).

Mr. Bauman told AA that National's private label accounts for only 1¾% of National's dollar volume. In 1958, he said, the private label accounted for only $11,000,000 of the company's total sales of $795,000,000. #

Schick Inc. Sets $3,000,000 Fall Push for Shavers

NEW YORK, July 30—Schick Inc. will spend an estimated $3,000,000 this fall for the biggest advertising and promotion campaign in its history to promote its three-speed shaver.

Much of the advertising will be aimed at producing sales in the 13 weeks preceding Christmas. The campaign kicks off with a spread in *Life* Sept. 13 and will include spreads or pages in *Esquire, Look, Newsweek, Sports Illustrated, The Saturday Evening Post* and *Time*. A separate campaign is planned for the Lady Schick shaver using some of the above publications plus *Charm, Glamour, Good Housekeeping, Ladies' Home Journal, McCall's, Mademoiselle* and *Seventeen*.

Both products will be advertised on spot and network television from October through Christmas.

■ A series of regional sales meetings was started this week to acquaint the expanded sales force with latest plans. Since discarding the old Schick sales system of distribution through wholesale distributors and the organizing of its own sales force, the company reports it has signed "thousands" of accounts.

Elsewhere in the company's operations this week, Paul Garrity announced his resignation as vp in charge of sales, a post he had since April, 1953. He said he would reveal his plans shortly.

"I have contemplated this action for some time," he commented. "However, Schick Inc. has been undergoing a critical transition in management and I would have been seriously remiss in my responsibility as a corporate officer to have abandoned it at that time. At present the corporate picture is most encouraging and all indications point to a banner sales year." #

Miles Buys NBC-TV Shows

Miles Laboratories, Elkhart, Ind., has ordered nine alternate-week quarter-hours for 52 weeks on eight daytime shows over NBC-TV, five of them representing new buys. New orders were for "Circus Boy," "Tic Tac Dough," "Treasure Hunt," "It Could Be You" and "County Fair." The orders, which were on behalf of One-A-Day vitamins, Alka-Seltzer and Bactine, were placed through Wade Advertising, Chicago.

Lederer to 'American Weekly'

Roger J. Lederer, formerly with *Look*, has joined *The American Weekly* as western ad manager, succeeding O. R. Whitaker, who resigned. Mr. Lederer will be based in Chicago.

Highlights of This Week's Issue

Advertisers plan more big tv specials, individually sponsored and co-sponsored, than ever before, for the 1959-60 season ..... Page 1

Johns-Manville Corp. switches its account, billing in excess of $2,000,000, from J. Walter Thompson to Cunningham & Walsh ..... Page 1

Charles Dallas Reach scoffs at concept "that a big agency is a good agency" ..... Page 1

George A. McDevitt Co. will merge with Sawyer-Ferguson-Walker Co., effective Sept. 1 ..... Page 1

Kellogg Co. puts extra heavy promotion behind the introduction of its new prepared cereal, OKs ..... Page 2

Federal Trade Commission complaint against Procter & Gamble Co., charging that distribution of free samples of P&G's detergents to manufacturers of automatic washing and dishwashing machines, under exclusive contracts, illegally restrains trade ..... Page 2

Julien Studley, New York realtor, reports on agency housing instability ..... Page 2

Blitz-Weinhard sets a $200,000 ad budget, plus $50,000 for point of purchase material, in the first campaign handled by Johnson & Lewis Advertising ..... Page 2

Allegheny Airlines plans a record advertising and sales promotion to bolster its expansion from 15 to an expected 50 major cities in the industrial Northeast ..... Page 3

Beer sales were up 3% in 1958 while ad expenditures were down 9% from last year's average, AA study shows ..... Page 3

The Rhodes amendment which would limit postal "subsidies" of large magazines and newspapers to $100,000 a year after four years has been re-introduced by Rep. George M. Rhodes (D., Pa.) ..... Page 3

National Tea Co. teams up with Good Housekeeping for a fall promotion of "cook ahead" recipes to celebrate the grocery chain's 60th anniversary ..... Page 3

Physical fitness seems as Vic Tanny Gymnasiums' volume increases to $21,000,000 a year and Stauffer Reducing Inc.'s home plan continues to grow, while legal troubles hit Slenderella International ..... Page 3

University of Michigan Survey Research Center's latest study finds consumers optimistic, but fear price rise in the future ..... Page 22

Federal Communications Commission extends ban on private talks between its members and interested parties ..... Page 24

Appliance industry sales, with home laundry equipment leading the field, for 1959 will approach the 1956 record, Judson S. Sayre, president of Norge division of Borg-Warner Corp., predicts ..... Page 52

Federal Communications Commission proposes new rules which increase the possibility of clear channel radio stations losing their exclusive frequencies ..... Page 53

Grocery chain operators are becoming harder to fool and more adept at thwarting food marketers' promotions that threaten store profits, Michael J. O'Connor reports ..... Page 59

Agency expense formulas are discussed by consultant Kenneth Groesbeck ..... Page 64

FIGURES TO FILE

Chicago Agency List Changes ..... Page 38
Department Store Sales ..... Page 51
Current Deals & Offers ..... Page 56
Annual Beer Ad Cost Study ..... Page 72

REGULAR FEATURES

Advertising Market Place 76
Agencies Ask Us 64
Coming Conventions 69
Creative Man's Corner 60
Editorials 12
Employe Communications 64
Getting Personal 16
Information for Advertisers 44
Obituaries 54, 68, 75
On the Merchandising Front 62
Photographic Review 34
Production Tips 62
Rough Proofs 12
Salesense in Advertising 64
Versatile Adman 74
Voice of the Advertiser 70
What They're Saying 12

Merchandising Advertisers Names Wilson, Plans Move

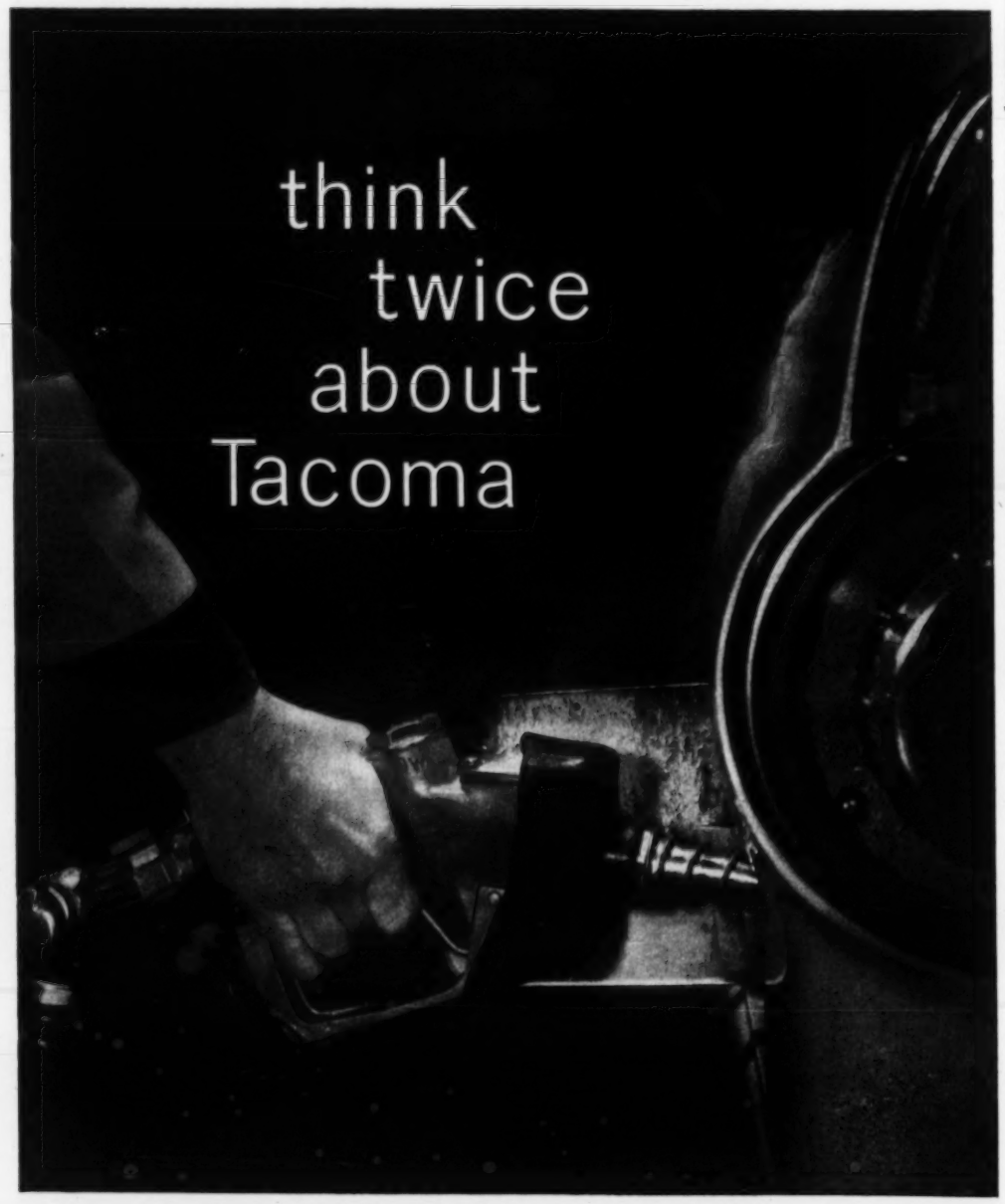
Allen Wilson, formerly general manager of the architectural products division of Burgess-Manning Co. and formerly with Celotex Corp., Chicago, has joined Merchandising Advertisers, a Chicago agency, as vp. The agency is planning to move to new quarters at 410 E. Northwest Hwy., Mount Prospect, Ill., on or about Sept. 1.

Paint Brush Unit Names Bass

Paint Brush division, American Brush Manufacturers Assn., Philadelphia, has appointed Bass & Co., New York, to handle its advertising. The program, to be directed to both trade and consumer markets, is aimed at increasing public consciousness of the brush.

Kellogg Reschedules OKs Ads

Kellogg Co., Battle Creek, Mich., has rescheduled its color inserts for OKs oat cereal in two New York tabloids. The *News* insert was moved from Aug. 11 to Aug. 18; the *Mirror* insert was moved from Aug. 13 to Aug. 20 (*see earlier story on Page 2*).



The Puget Sound Circle is your main target in Washington State. That makes TACOMA a must buy on every selling schedule.

THINK! Tacoma's a *big* market. The metropolitan area, for example, ranks second in Washington State in filling station sales—$28,672,000. Food sales: $93,062,000. Total retail sales: $344,163,000.

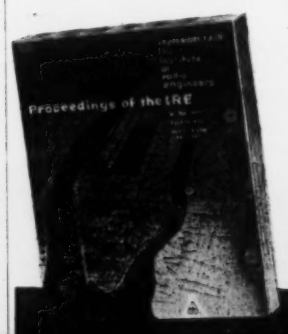
THINK AGAIN! You miss 80% of the Tacoma market unless the Tacoma News Tribune is on your schedule. The News Tribune (total circulation now nearly 85,000) reaches 68,678 families who do not take *either* Seattle newspaper.

Ask the man at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

THE **ABC**'S OF REPORTING
FOR RADIO-ELECTRONICS ENGINEERS:
make it **A**uthentic **B**asic **C**urrent

Radio-electronics engineers are doing a lot these days . . . and they demand a lot in a publication that serves their special interests. That's why **Proceedings of the IRE** rates so highly with them. Proceedings strives to bring them the most up-to-date news of their industry to date.

Because of this, **Proceedings** is read and re-read every month by 54,557 (ABC) of the most informed radio-electronics men in the field. If you buy space in the area of radio-electronics, here's one group you can't afford to miss. The continual use of **Proceedings** means additional exposure and more effective product coverage for you!



Advertising in **Proceedings** costs little. 12 pages for only $9,040 (1960 rates) as opposed to a full-year's schedule of $19,370 in a semi-monthly or $38,480 in a weekly. And remember, **Proceedings** is also read by 12,812 student members who will be the leaders and buyers of tomorrow.

REMEMBERS THE MAN

For a share in the present, and a stake in the future, make your product NEWS in

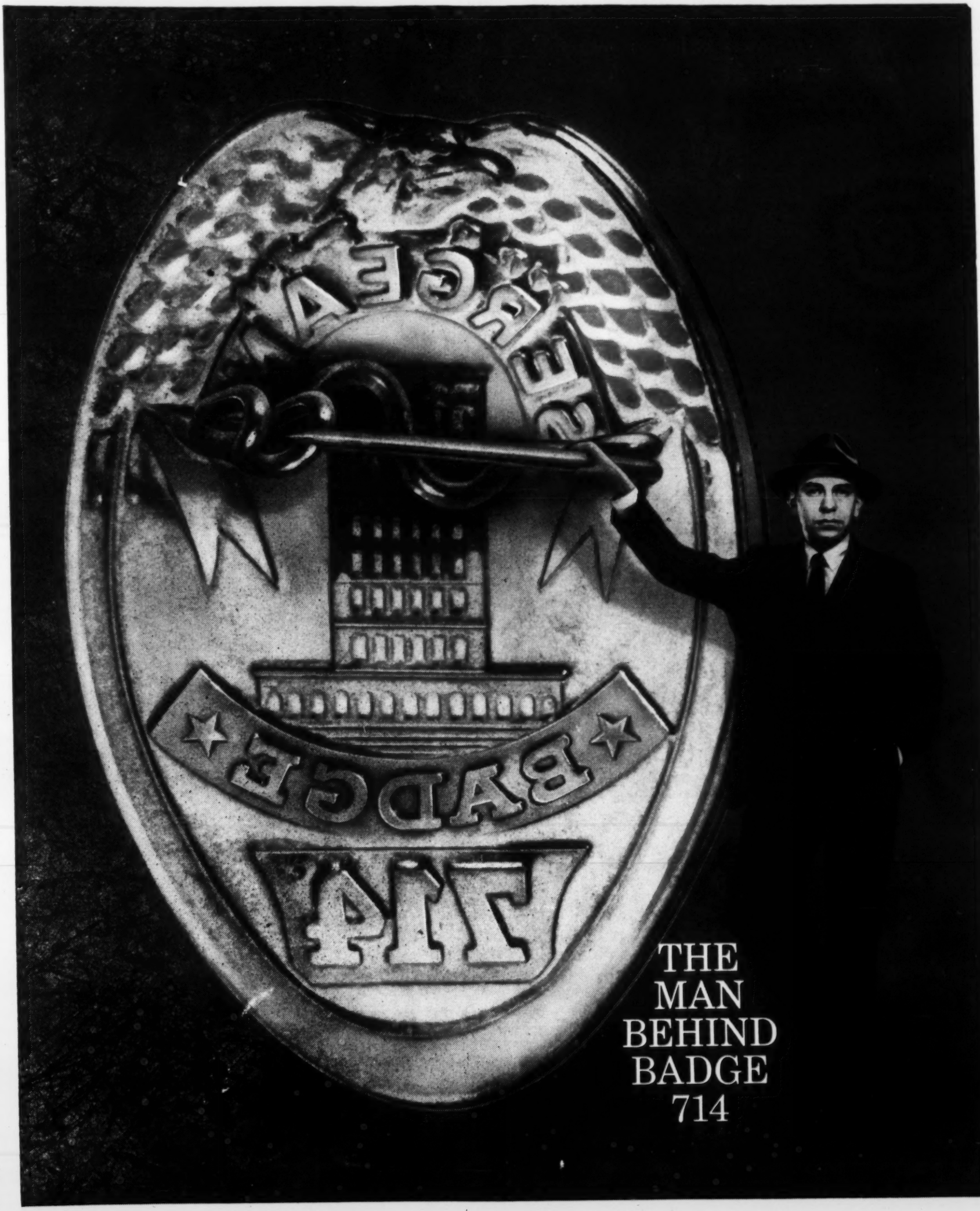
Proceedings of the IRE
The Institute of Radio Engineers
Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

He's Joe Friday. On CNP's **BADGE 714.** He works only for you, in your market, starting this Fall.

NBC TELEVISION FILMS–A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.



THE
MAN
BEHIND
BADGE
714

4-Advertiser Page in Magazines Opens Peach-Chicken Push

(Continued from Page 2)

across the country to present the whole bundle to merchandising people."

The luncheons are an innovation in the board's 12-year promotion history. They will be held between Aug. 18 and Sept. 3 in San Francisco, Los Angeles, Oakland, Dallas, Houston, Atlanta, Boston, Philadelphia, Pittsburgh, Chicago, and Milwaukee.

"As now planned," Mr. Hoard explained, "these luncheons will be the opener in a three-year program of pre-season trade meetings that ultimately will reach the nation's 30 largest markets.

"With the growth in newspaper color facilities," Mr. Hoard continued, "the board is adding a regular schedule of color tie-in mats for grocers and another for food editors, to capitalize more fully on the color promotion advantages of the two most colorful canned fruits."

■ Magazines which will regularly carry the consumer advertising are *Better Homes & Gardens, Everywoman's Family Circle, Ladies' Home Journal, Life, McCall's* and *Woman's Day.*

The board has moved its offices from 350 Sansome St. to larger offices at 153 Market St. #

Serrill Resigns Post

Theodore A. Serrill has resigned as executive director of the Washington Publishers Assn., Washington, effective Nov. 1. Mr. Serrill, who has been in Washington for three years and previously served as general manager of the Pennsylvania Newspaper Publishers Assn., will announce his plans in November.

Ross Roy Ltd., Willis Affiliate

Ross Roy of Canada Ltd., Windsor, Ont., and Willis Advertising Ltd., Toronto, have affiliated.

AA Summer Workshop Ready to Go; 34 States, Canada, Mexico Represented

CHICAGO, July 30—Approximately 460 participants from 34 of the 50 states, five Canadian provinces and Mexico will take part in the second annual Summer Workshop on Creativity in Advertising which will get under way at the Palmer House here Wednesday evening, Aug. 5, and continue until Saturday, Aug. 8 at 2:30 p.m.

The rolls of participants—numbering over 100 more than last year—have been closed, and no more registrants can be accepted.

Participants in the creative workshop, which is sponsored by ADVERTISING AGE, will devote three full days—morning, afternoon and evening—to discussions of various aspects of the creation and execution of advertising, and to a study of the characteristics of the consumer market.

Most of the sessions will be held in the grand ballroom of the Palmer House, which will be set up "senate style," with each participant sitting behind a table, for easier note-taking and greater comfort. While most presentations will be visual, the Friday afternoon session, which requires television studio facilities, will be held in the audience studio of WGN-TV. Special buses will transport participants from the hotel to the television studio and return.

■ The creative workshop is designed to fill the needs of creative advertising people—both print and broadcast—for serious workshop sessions which are devoted exclusively to the creative aspects of advertising. It aims at satisfying the needs of experienced advertising practitioners who want:

• 1. An opportunity to review, critically and analytically, the outstanding consumer advertising, in both print and broadcast media, of the past year.

• 2. An opportunity to check on new techniques and new ideas in both print and broadcast which have not as yet gained general currency, and to pick up the creative notions of acknowledged experts.

• 3. An opportunity to spend three uninterrupted days with other creative advertising practitioners from all sections of the country, and to swap ideas and suggestions with them.

The "faculty" of the workshop includes 29 authorities in advertising and marketing, as well as experts on the use of language, sociologists, experts in communication, population trends, etc. #

ROBERT K. BYARS *has been named a vp and account supervisor at Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Mr. Byars, formerly vp and account executive of MacFarland, Aveyard & Co., Chicago, will supervise radio and tv activities for the Union Oil account.*

Needham, Louis Names Cominos, Isham to New Posts

Needham, Louis & Brorby, Chicago, has named James G. Cominos vp in charge of tv-radio programming and James L. Isham vp in charge of creative services.

Mr. Cominos, who joined NL&B in 1951 and last year was elected to the agency's board of directors,

James L. Isham

James G. Cominos

will be assisted with his radio-tv programming duties by John Scott Keck, vp and director of tv-radio programming. Mr. Isham, who joined the agency in 1948, has been an account supervisor and member of the plans board. Continuing to head the three creative departments reporting to Mr. Isham will be Albert A. Klatt, vp and copy director; John H. Kies, vp and art director, and Kenneth C. T. Snyder, vp and tv-radio creative director.

Philco Promotes Nugent

Rayford E. Nugent has been named to the new post of vp-sales of the consumer products division of Philco Corp., Philadelphia. Formerly merchandise manager of the company's parts and accessory division, Mr. Nugent has been with Philco 24 years. He now will direct merchandising, advertising and sales promotion for all Philco electronic and appliance products and will direct the company's consumer product field sales office. William J. Nagy succeeds Mr. Nugent as merchandise manager of the parts and accessory division.

WHAT A TIME FOR THE PHONE TO RING!

The client has you on the wire . . . "Biggest new development the industry has had in years . . ." And it's up to you to put it across.

It's new, it's different and it has to be explained—benefits shown. Not just to the buying public but to the dealers—to each individual salesman.

If it's a challenge—we'd like to help you. This is the type of thing Jam Handy has been helping agencies successfully handle for all the years we've been in business.

This is our business, helping you help your client. Our training aids, meeting services, motion pictures, and animation facilities are at your disposal. That's not just for the special assignments, but for all jobs—big or small. After the conference—give us a call.

The **JAM HANDY** *Organization*

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

A message to advertisers about THIS WEEK Magazine:

"THE advertising power of THIS WEEK Magazine is a moving force in the sale of nationally-advertised products on grocers' shelves. THIS WEEK Magazine, in effect, paves the way for quick turnover of national-brand merchandise in our supermarkets."

Arthur Rosenberg
Vice-President, Food Fair Stores, Inc., Philadelphia, Pa.
(384 stores, $725,000,000 annual volume)

To Move Goods Fastest...Buy The Big One

This Week MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Landis Assumes Holmberg Duties at Compton Agency

CHICAGO, July 31—E. Dean Landis, vp of midwestern operations at Compton, has taken on the additional job of manager of the agency's Chicago office.

The move follows the resignation of Lawrence O. Holmberg as vp and Chicago manager of Compton.

Mr. Landis joined Compton in his present post just one year ago tomorrow (AA, Aug. 4). He had been a senior vp of Keyes, Madden & Jones; prior to that he was an account supervisor with Fuller & Smith & Ross, Cleveland.

■ After 27 years in the agency business—16½ of them with Compton—Mr. Holmberg is temporarily opening an office at 30 N. La Salle St. for several personal interests and for a consulting assignment.

"I'm not necessarily leaving the agency business," he told ADVERTISING AGE. "But I've decided to take a look at what I want to do in the future."

Mr. Holmberg, who celebrated his 51st birthday this week, joined Campbell-Ewald, Detroit, in the field service department shortly after graduation from Drake University in 1929.

The depression forced the agency to cut back, and Larry Holmberg was one of a number who were dropped early in 1930. "The agency thought they were going to get bigger appropriations a few months later, and I was rehired," he related. "But three days later I was fired again."

E. Dean Landis

L. O. Holmberg

He joined the advertising department of Vacuum Oil Co.'s Chicago division office that year. In 1932 the company, by then the Socony-Vacuum Oil Co., liquidated its ad staff in Chicago, and Mr. Holmberg opened his own agency, L. O. Holmberg Advertising. His first client was the Chicago division of Socony-Vacuum.

■ This account brought him in contact with the dynamic J. Stirling Getchell, who had the national Socony-Vacuum account. Mr. Holmberg merged his own agency into J. Stirling Getchell Inc., and became manager of the Chicago office.

Mr. Getchell, who introduced the "Look at All Three" campaign for Chrysler Co.'s Plymouth, died in 1940, and three years later much of the organization moved into Compton. Mr. Holmberg became manager of Compton's Chicago operation, and in 1948 was named vp.

Recalling the conception of the "Look at All Three" campaign, Mr. Holmberg told AA the idea grew out of an attempt to appeal to people's sense of fair play in giving the new Plymouth a chance.

"Getchell didn't make up that line," Mr. Holmberg said. "He was shuffling through papers one night in the office and saw it written on someone else's note pad. He looked at it and said, 'That's it!' "

Mr. Getchell tried to get famed financial columnist Arthur Brisbane to appear in the ad as the one making the appeal to "look at all three," Mr. Holmberg said. Mr. Brisbane declined, but suggested that Walter Chrysler (head of Chrysler Corp.) should be the one.

First printed in 1932, the ad—with Mr. Getchell's warm, friendly copy—is credited with making Plymouth a major competitor with Ford and Chevrolet. #

LORELEI—*Revlon Inc. will use full-color ads like this in fashion magazines this month, plus television, to launch a major campaign on the Aquamarine toiletries line. The flower-bedecked rock and model were photographed in Puerto Rico. Mogul, Lewin, Williams & Saylor is the agency on the product.*

Court Hits 'Trade Union Courier' for Ad Abuse, Contempt

PHILADELPHIA, July 29—The *Trade Union Courier* faces contempt proceedings in federal court here, arising out of charges that the publication continues to represent itself as affiliated with the American Federation of Labor, and continues to charge for unauthorized ads.

Circuit court judge John Biggs Jr. ordered the Trade Union Courier Publishing Co., New York, to appear Aug. 17 to show cause why it should not be held in contempt.

Counsel for the Federal Trade Commission will represent the court. The FTC got a decree against the publication in 1956 after several companies said they were billed for ads in the *Courier* which they had not ordered.

In New York, Maxwell Raddock, publisher of the *Trade Union Courier*, referred inquiries about the court's notice of hearing for contempt to his attorney, Louis Waldman. Mr. Waldman declined comment while the matter was in litigation.

■ The *Trade Union Courier* has been in hot water for the past seven years.

The FTC issued a cease and desist order against the publication for unfair business practices in 1956, after extended hearings starting in 1952. This order was appealed, and the third federal circuit court affirmed the FTC order in May, 1956.

Early in 1952, the National Better Business Bureau and the AFL warned business men that the *Trade Union Courier* was not an AFL publication. At that time it was reported (AA, April 14, '52), that solicitors for the paper had been stating it was an AFL publication and that its purpose was to combat communism. Some companies, the bureau reported, had received unauthorized billings for anti-communist copy.

In 1953, the International Labor Press of America, an AFL organization of 232 union publications, launched a campaign to eliminate unethical labor papers. In particular, the *Trade Union Courier* was cited as an example, and the FTC was criticized for its lax handling of the case. #

Alcoa Gets Stronger Foil on Shelves Ahead of Reynolds

NEW YORK, July 30—Last week Alcoa got beat to the draw by Reynolds Metals but today it looked like only Alcoa's gun was loaded.

At a press party last night, which had been scheduled weeks ago, Aluminum Co. of America announced that its new super-strength household foil, "up to 104% stronger than any other foil on the market," was "now available on grocery shelves throughout the country" and it gave details of a major consumer advertising campaign which begins Aug. 4 and runs into the fall.

What makes this different from most other announcements of a product improvement is that it was preceded last week by full page ads in about 100 dailies across the country headlined, "Now over 50% stronger at no increase in price!" These ads were placed by Reynolds Metals Co. for Reynolds Wrap.

■ At yesterday's press gathering J. H. Randolph Jr., manager of the Alcoa Wrap division of Wear-Ever Aluminum Inc., the consumer sales subsidiary for Alcoa, acknowledged the "quick counteraction last week of our major competitor" as being significant of the importance of the new foil development.

And privately, Alcoa people were quick to point out that the improved Reynolds Wrap, while it may have been advertised a week ago, is still not on the retail shelves. Reynolds spokesmen acknowledged today that the improved product is now being manufactured but will not be in distribution until about mid-August.

■ Mr. Randolph said Alcoa is now selling the new wrap in both new and old simultaneously. He said Alcoa would have complete distribution of the new packaging in about 45 days. "This is the most important advance since Alcoa originated household foil in 1931," he commented, "and we are hopeful that it will help establish Alcoa Wrap firmly as the No. 1 brand of aluminum foil."

The advertising campaign is built around a foil testing device created by U. S. Testing Co. The device drops steel balls on suspended sheets of the three leading foil brands. The balls puncture "Brand X" and "Brand Y" while bouncing off the Alcoa foil. Television commercials will demonstrate the test, and photos of the testing machine in operation highlight a color spread in September *Good Housekeeping*, a junior spread in October *McCall's* and color pages in September *Better Homes & Gardens* and an October issue of *The Saturday Evening Post*.

The tv schedule will be both spot and network on "Alcoa Theater" and "Alcoa Presents," supported by point of purchase displays. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

A series of newspaper ads is also on the Alcoa schedule.

■ Future ad plans for Reynolds Wrap are vague. At the agency, Lennen & Newell, Account Executive William Dasheff said no other media had been used besides last week's newspaper barrage and that "plans are not jelled" at present on a further program. He thought the company would be further along in about ten days.

Trade observers were speculating about what Reynolds had gained by being first out of the starting gate in the consumer's eye, while only the improved Alcoa product is to be had on the shelves.

■ The aluminum foil market had an estimated retail value of $62,000,000 last year. While 1958 sales surpassed wax paper sales for the first time, the total still pales under the sales volume of any one of the big three aluminum producers. Kaiser did $102,000,000 last year, Reynolds $446,000,000 and Alcoa $753,000,000.

Reynolds does more aluminum foil business than its two competitors combined. It's estimated to have about 60% of the market while Alcoa is reported at about 19% and Kaiser around 18%.

■ Why then, all the fuss for such a relatively small segment of the total aluminum business? There are several answers.

"The significance of the household foil market goes beyond the basic concept of selling a product," says Alcoa. "Each of the three major aluminum producers uses household foil as a public relations device to make their names familiar in the American home.

"Alcoa, for example, has the same label on the Alcoa Wrap package that appears on thousands of other products made from Alcoa aluminum."

■ There is also the point that foil is virtually the one "consumable" aluminum product and there is always the possibility that the aluminum foil business—growing as it has been—may develop into a sizable source of income.

In 1931 Alcoa sold less than 125,000 packages in the year. Foil wrap did not become an important supermarket product until about 1950, at which time the average family purchased less than one roll a year. Today the annual purchase is more than three rolls per family and sales are ten times the 1950 volume—a vast increase but still leaving a high potential. #

PING & PONG—*Stokely-Van Camp, Indianapolis, introduced its new fruit drink trio, Ping, Pong and Pi-Li with this color page in the Aug. 3 issue of Life.*

Stokely-Van Camp Campaign Introduces Ping, Pong, Pi-Li

INDIANAPOLIS, July 29—Stokely-Van Camp has launched its campaign for its new fruit drink trio, Ping (pineapple-grapefruit), Pong (pineapple-orange), and Pi-Li (pineapple-lime).

Ads appear in the Aug. 3 and Aug. 24 issues of *Life* and in 170 newspapers across the U. S. (including Alaska and Hawaii). Newspaper ads will carry 10¢ redeemable coupons.

A series of 12 one-minute spots on Dave Garroway's "Today" show (NBC-TV) during July also was used, plus spots on local tv shows in Cincinnati, Columbus, Dayton and Louisville. Radio spots in ten West Coast markets and Hawaii were also used.

Lennen & Newell is the agency. #

'SEP,' 'Look' Split-Run Plans 'Going over Big'

NEW YORK, July 30—The Select-A-Market plan announced recently by *The Saturday Evening Post* (AA, June 1) has brought $4,000,000 in advertising to the weekly.

About 25 advertisers have signed for regional splits of the *Post's* circulation, it was learned. They include Delta Airlines, Howard Johnson Co., Seiberling Rubber, General Insurance, Parke, Davis & Co., General Electric, Duncan Coffee, Esso Standard, Gamble-Skogmo, Schaeffer Brewing, Northern Paper, Atlantic Refining, Du Pont and California Oil.

■ The *Post* said two of its fall issues were sold out and "many others" were near capacity. The *Post* also reported "heavy" advance commitments by advertisers planning regional splits in 1960.

Sample orders placed by the 25 or so advertisers: General Electric Weathertron will use a b&w page on Aug. 22 in a regional split using 16.11% of U. S. circulation and in the Sept. 5 issue, using 17.36%; Esso Standard, a four-color page in a regional split using 48% of U. S. circulation in the Aug. 1 issue; Du Pont, using a b&w junior page in a standard two-way geographical split of U. S. circulation beginning in the Aug. 29 issue.

Look, which announced a Magazone regional operation in May, said today its business was "booming." A spokesman said Magazone figures would be announced in the next two weeks.

■ Meanwhile, the Bureau of Advertising completed some research showing that newspaper advertising "provides an almost overwhelming cost advantage over regional and sectional advertising in national magazines."

The bureau added that newspapers are even further ahead, since regional or sectional magazine advertisers must pay premium rates, "as high as 40%." It said that cost efficiency was not a magazine virtue.

Comparing newspapers and magazines on a national basis, the BofA said that in new passenger car advertising, for example, three magazines (*Life*, *Look*, *Post*) cost $109,000 to deliver 7,454,000 men ad noters. Newspapers cost $100,440 to deliver 9,068,000 men ad noters.

"Differences in cost rise steeply," it said, "when the premium charges are added for regional and sectional buys now being offered by magazines," the bureau said. #

Klein Joins Co-Ordinated as Wallace Candy A.E.

Arthur Klein, formerly executive secretary of the New York Retail Grocer's Assn., has joined Co-Ordinated Marketing Agency, New York, as account executive on Wallace Candy Co., recently acquired by the agency.

Wallace is introducing a line of candies shaped like outer space vehicles, space men and jet aircraft. Advertising includes newspapers, tv, in-store promotions and a premium offer.

Swafford Moves to WCAU

Thomas J. Swafford, sales manager of WCBS, New York, has been named vp and general manager of WCAU, CBS-owned Philadelphia radio station. He replaces Joseph T. Connolly, who will be assigned to new duties with CBS Radio when he returns after recuperating from major surgery.

The man who watches the women go buy every day is the retailer. And in Portland, the retailer puts the bulk of his advertising budget into the one medium that's big as all Oregon . . . The Oregonian. In food advertising and total retail, The Oregonian is the leader because it reaches and influences more women.

How big is the Oregon retail market? Almost $2½ billion annually. That's double Boston and triple Kansas City!

WATCH

WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

the

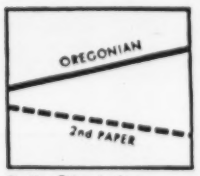
WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

women

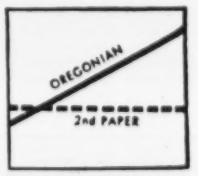
WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

go BUY

The Portland 10-year change at a glance



Daily Circulation



Total Advertising

Largest Circulation Newspaper in the Northwest
242,035 Daily
306,014 Sunday

the Oregonian

PORTLAND, OREGON

Leads in Retail Grocery Advertising

Sources: Sales Management Survey of Buying Power, May 10, 1958; ABC Publishers' Statement, 6 months ending March 31, 1959.

Represented Nationally by Moloney, Regan & Schmitt, Inc.

MEMBER OF ABC

Young Chicago

loves to buy...

...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else
can you reach them more effectively.
In Chicago, more young families
read the Sun-Times than any other newspaper.

The Editorial Viewpoint . . .

Mortimer on Advertising

In many respects, Charles G. Mortimer's discussion of advertising at the annual stockholders' meeting of General Foods Corp. is the most impressive statement about advertising that has been made in many a year.

It is, certainly, the clearest and simplest explanation of advertising value and importance to come from a *user* which we have seen recently. We are so impressed with it that we believe the full text of what Mr. Mortimer said should be available to everyone in advertising. To that end, we propose to reprint the full text next week, and we urgently recommend that Advertising Age readers give it the widest possible circulation—not only within advertising and business ranks, but in banking, educational, legislative and other quarters—by arranging to distribute quantities of these reprints.

As a service to the field, we shall make the reprints (a single AA page or a bit smaller) available in quantity at purely nominal cost, and we invite orders from readers so that we can determine what kind of quantity should be produced.

Mr. Mortimer, as most AA readers know, is president of General Foods Corp., and considerably more than one-third of his annual statement to stockholders was devoted to explaining how and why General Foods spent $96,000,000 for all forms of advertising in fiscal 1959.

"Advertising is necessary if the business and the profits are to continue to show healthy rates of growth so we can continue to pay dividends," Mr. Mortimer told his stockholders; and he proceeded to explain the advertising philosophy and much of the advertising tactics of General Foods.

But perhaps his most important point was this:

"One thing our long experience has taught us is that the surest way to overspend on advertising is not to spend enough to do a job properly. It's like buying a ticket three-quarters of the way to Europe. You have spent some money, but you do not arrive."

A great many professional advertising people recognize the important truth that is expounded in those few words, but unfortunately there are still too many advertisers who believe it is safe, and even sensible, to slice away portions of the advertising budget.

As a consequence, there are still more advertising failures because the advertising is not intensive enough, or not widespread enough, or not long enough sustained, than for any other single reason.

Kearns Answers Multer

A couple of weeks ago Rep. Abraham Multer (D., N. Y.) had a field day for himself by denouncing the "Own a Bit of America" program which B. T. Babbitt had announced.

Under the plan, purchasers of Babbitt products—and perhaps others as well—will get coupons exchangeable for United States savings stamps, which in turn are ultimately exchangeable for U. S. bonds.

Mr. Multer managed to find this use of savings stamps as merchandise premiums something horrendous, and he promptly rose to the occasion by introducing a bill to make it illegal to offer U. S. savings bonds or stamps as merchandise premiums. Among other things, he said it would be unfortunate if people bought products in order to get savings stamps and then found that the products were unsatisfactory.

Exactly why Rep. Multer should get so excited about promoting savings stamps and bonds—which currently need all the promotion they can get—is difficult to understand. One would think that, like the Treasury officials whose merchandise was about to get a much-needed lift, he would welcome the idea.

Anyhow, Rep. Carroll D. Kearns (R., Pa.) has now made it clear that not all members of Congress agree with Rep. Multer. He has issued a statement that the plan "is entirely consistent with the highest standards of business-government cooperation" and says the government should be grateful.

The Treasury itself has kept silence, but a policy statement it issued in 1956 specifies that it has no objection to the use of stamps and bonds as merchandise premiums.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Maiecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Fred W. Abercrombie.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—John C. Fehlandt, Kansas City

"I would have been a copywriter, but I couldn't copy."

What They're Saying . . .

Recession Is Ended

The May-June, 1959, Survey of Consumer Attitudes shows that consumer inclinations to spend on houses and durable goods have grown stronger in recent months. Virtually all the indicators of consumer sentiment in the survey show up more favorably in mid-1959 than they did last October . . .

The financial after-effects of the 1958 recession, which were still visible in late 1958, have largely disappeared. Now fewer people than last fall are looking unhappily at their pocketbooks. About four out of every ten families have higher incomes than a year ago. People's reports about their financial welfare are nearly as favorable as in prosperous 1955 and 1956. Personal financial expectations also have continued to become more optimistic. . .

The 1958 recession led many families to postpone durable goods purchases which they would have liked to make. In view of the substantial improvement in consumer optimism and confidence together with climbing personal incomes, there is no doubt that many families are ready to commit themselves to major expenditures that were postponed until now. Compared with a year ago, expressed buying intentions are up sharply for houses and used cars; they are up to a smaller extent for new cars, large household appliances, and home improvements and repairs.

—Survey of Consumer Attitudes, Survey Research Center, University of Michigan.

Skeptic at Work

In recent years, antiseptics (hexachlorophene, trichlorocarbanilide, and bithionol) have been added to a number of brands of soap. These materials do not kill bacteria quickly, but they can reduce their rate of growth. Small amounts of the antiseptic remain on the skin after it has been washed with one of these soaps, thus retarding bacterial growth and diminishing body odor somewhat more than the comparable use of soaps without antiseptics.

It is well to view with skepticism any advertising claims more extravagant than the facts just set forth. Some claims have been made, for example, that the routine use of antiseptic soaps will help prevent furuncles and acne pustules; evidence in support of these claims is weak.

—Health and Medicine column, July 1959 issue of Consumer Reports.

Economics

College is where youngsters first learn to want more than they have the ability to earn.

—The Dexter Family Scoop, C. H. Dexter & Sons, Windsor Locks, Conn.

Rough Proofs

"The surest way to overspend on advertising," says Charles G. Mortimer, "is not to spend enough to do a job properly."

If you know how to promote the groceries, you can bring home the bacon.

•

Roy Thomson, the Canadian newspaper publisher who has just bought the Kemsley chain, is also highly successful in the operation of Scottish television.

He has no objection to any medium that attracts the customers.

•

Bill Veeck, colorful boss of the Chicago White Sox, attracted a lot of women to a Sunday doubleheader by offering them each 100 S&H green stamps.

Unfortunately he wasn't able to guarantee a double victory, and so the Sox slipped into second place.

•

Business Week, reviewing the first six months' scores, says PIB put *The New Yorker* in first place by five pages, but "we couldn't be second to nicer people."

Eustace Tilley should doff his beaver after those kind words.

•

The University of Illinois has established the James Webb Young Fund for Advertising Education. As in the classic example, education in this case could be described as a student at one end of a log and Jim Young at the other.

•

Older doctors, a survey has revealed, want pharmaceutical manufacturers to continue sending them direct mail about new and improved products.

They are interested in a lot of things besides geriatrics.

•

In these days of ballpoint pens, blotters may not be needed so much any more, but Ken Saco is giving them new life in advertising by suggesting that they be used as coffee coasters.

•

A Midwest manufacturer of heavy equipment is looking for four field photographers, who must also be able to write complete job story details.

Maybe he'd be just as well pleased with four writers who can also take pictures.

•

After getting rid of the old smell, the makers of Lifebuoy soap have now adopted a new color. This should help to create an improved product image, provided the old memory doesn't linger on.

•

W. K. Kellogg, *Reader's Digest* recalls, doubled his advertising after the '29 crash, and corn flakes sales climbed all during the depression.

Too bad his company was in the minority.

•

Chemical Engineering says the chemical engineer snaps 5,000,000 pictures every day, and in spite of all that experience, some of them are still pretty bad.

Copy Cub.

During the first half of 1959

The Washington Post

gained thirty per cent in

R.O.P. Color advertising linage

—an increase of more than

one hundred individual ads.

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

NEW NATIONWIDE STUDY BY AUDITS & SURVEYS REVEALS

WITH A SINGLE ISSUE THESE 3 GREAT MAGAZINES NOW REACH MORE THAN HALF THE HOUSEHOLDS IN AMERICA

The 1959 Study of Household Coverage, a new national measurement sponsored by LOOK and conducted by Audits & Surveys, Inc., reveals that single average issues of LOOK, Life and Post are read by one or more persons in 28,350,000 different households—*55.3% of all households in the United States.* And in achieving this reach, they make a total of 49,050,000 household impressions.

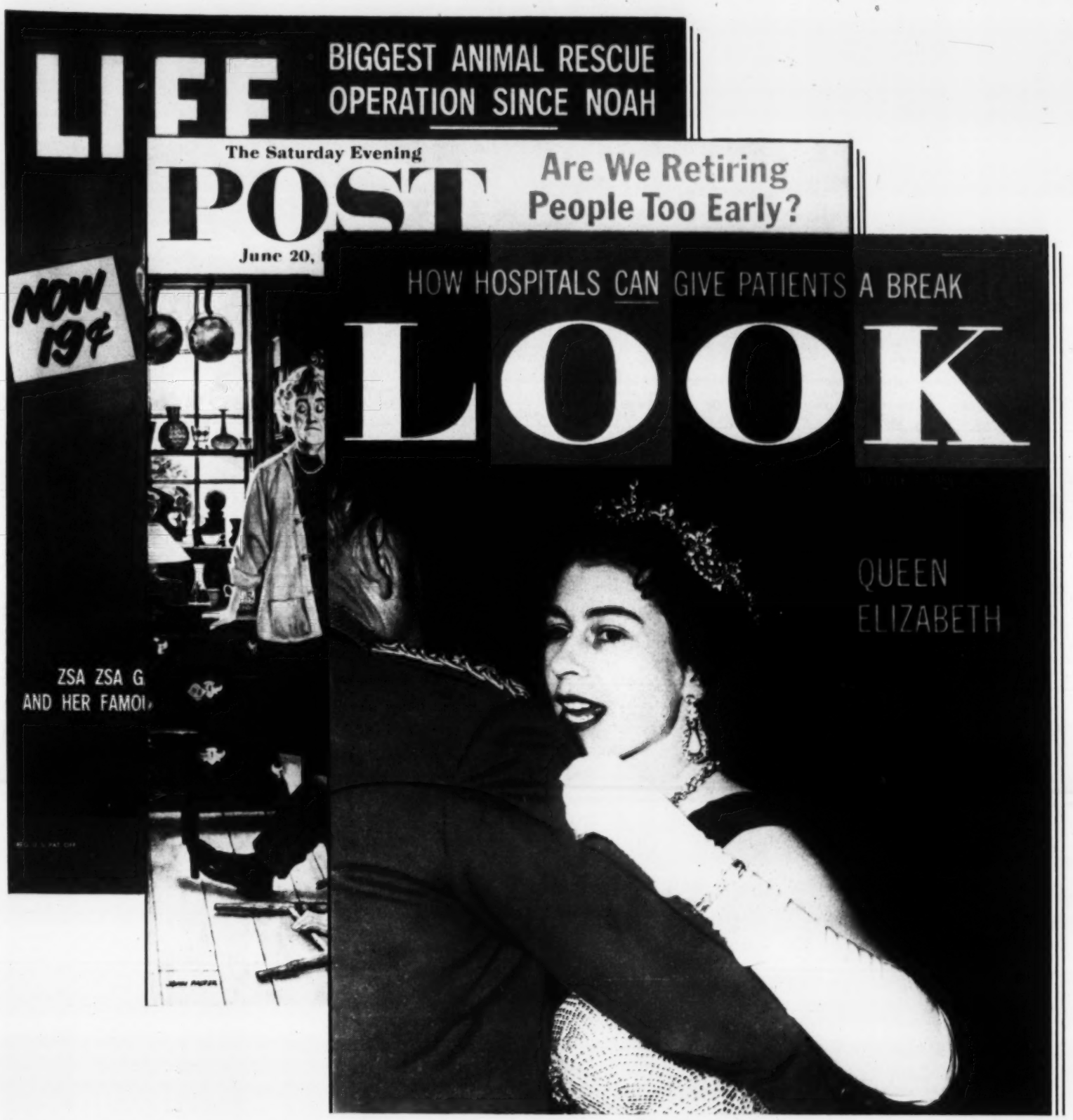
Massive in combination, the Big 3 offer deep penetration individually. Here is the average-issue household-coverage figure for each magazine, together with percentages of all U. S. homes reached:

	Net Households Reached	% of All U. S. Households
LOOK	16,850,000	32.9%
Life	18,950,000	37.0%
Post	13,250,000	25.8%

The Big 3 also provide powerful *two*-magazine combinations. Note below that single issues of LOOK and Life reach nearly one out of every two households in America.

	Net Households Reached	% of All U. S. Households
LOOK-Life	25,450,000	49.6%
Post-Life	24,200,000	47.2%
LOOK-Post	22,000,000	43.0%

Why a Household Study? Since households are the units in which other media customarily express *their* reach, the LOOK Study of Household Coverage—based on 10,000 interviews in 4,800 homes—supplies important new data for inter-media comparisons. When you equate the new findings with coverage figures furnished by these other media, how do the Big 3 magazines rate? Against television? Sunday supplements? Daily newspapers?



1. Of the 175 regularly-scheduled network television shows on the air March 8 to April 4, when the LOOK-Audits & Surveys study was in the field, *only 1* show was seen in more households per broadcast than an average issue of Life. *Only 2* reached more homes than LOOK. *Only 14* exceeded the reach of the Post.

2. The combined circulation of newspapers carrying America's *biggest* Sunday supplement is 610,000 less than the number of households reached by the Post . . . 4,210,000 less than those reached by LOOK . . . 6,310,000 less than Life.

3. All of the daily morning newspapers in America *combined* have over 5,000,000 less total circulation than the *unduplicated* household reach of LOOK, Life and Post.

Impact, Authority, Believability While in sheer reach the Big 3 magazines hold a substantial edge over other media, coverage is only part of the story. There is also the consumer impact of full-color ad reproduction in a full-size magazine—big, brilliant reproduction that gives your product *showcase* display in America's showcase magazines.

And there are the intangibles that are as much a part of the Big 3 as the paper on which they are printed. Authority. Importance. Prestige. Those unseen, but vital, factors that contribute to the one element essential to all successful advertising: *believability.*

With its up-to-date facts on markets and media, the new LOOK Study of Household Coverage can help you plan your advertising for the coming year. Ask your LOOK representative for a copy.

LOOK THE EXCITING STORY OF PEOPLE

your key to a

LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *35.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $7,220 is exceeded by just 6 of the 53 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16 — 386 Fourth Avenue
CHICAGO 1 — 360 N. Michigan Avenue
LOS ANGELES 17 — 1709 W. 8th Street

Café Brulot.. old New Orleans Favorite

As served by Foster Dauzat at Arnaud's

Here's how to make it:

Warm brulot bowl or chafing dish thoroughly with hot water; pour out water. Place in bowl ½ lemon peel, ½ orange peel, 2 crumbled cinnamon sticks, 8-10, whole cloves, 2-4 lumps sugar. Add 4 oz. brandy. Dip out spoonful of mixture (including 1 lump sugar); warm spoon with match. Ignite spoon's contents. Lower into bowl; contents will flame. Very slowly add 4 demitasses of strong black coffee. Let contents flame short time; stir to extinguish. Serve.

WWL-TV... new NEW ORLEANS FAVORITE

—**41.2% of the audience,**
sign-on to sign-off Sunday through Saturday*

—**8 of the top 15 programs**

—**6 of the top 10 syndicated shows**

Get the complete story on the fast-changing New Orleans television picture from your Katz representative. **May, 1959, ARB*

CBS **WWL-TV**
NEW ORLEANS

Getting Personal

Richard Ridgeway, sales service manager of KRCA, Los Angeles, is the proud father of Susan Beth, first child, born June 30 . . . **Walter J. Blackburn,** president and managing director of the London Free Press Printing Co., London, Ont., has been appointed honorary lieutenant colonel of 9 Signal Regiment (Militia), Royal Canadian Corps of Signals . . . **Roger Pryor,** vp of Foote, Cone & Belding, led the band at the opening of the Arthur Pryor Memorial Bandstand in Asbury Park, N.J., which honors his bandleader father . . .

Florence Gardner, exec director of the San Francisco Ad Club, is visiting Alaska and will visit the new Advertising Club of Alaska, Anchorage chapter . . . **Jane Keating,** who writes copy for BBDO in New York, will be married to Robert Taylor, an officer of First National City Bank, Aug. 29 . . . **Casper Yost,** president of Ridgway Advertising Co., and **Don Amos,** D'Arcy, won low gross and low net honors at the St. Louis Representatives Invitational Golf Tournament . . .

Harrison E. Noyes, co-publisher of the Bulletin-Record Newspapers, Norwich, Conn., participated in ceremonies dedicating the Charles Denison Noyes Bldg. at Mystic Seaport . . .

Frank S. Baker, publisher of the *Tacoma News Tribune,* was honored July 10 with an early birthday ceremony at Fort Lewis. Mr. Baker, who was 80 July 27, was one of a triumvirate responsible for the establishment of the fort . . .

Farm Journal's **Eliott Odell** is the source of this story: Seems **Ed** (Bates) **Grey** lunched with Phillips 66 agency boys one day, and the next went to Monmouth track as an N. C guest. Given one free bet by his hosts (and remembering Phillips 66), Ed took Nos. 6 and 6 in the daily double and cashed his bet. The date: 6th day of 6th month . . .

CUP-WINNER—*At the annual outing of the Eastern Industrial Advertisers, Philadelphia, Walter Donohue, district manager for Purchasing Week, is awarded the cup for low gross golf score by the outing chairman, John B. Lewis of Coal Age.*

It's a quintet now for **Emmett Curme,** Advertising Age associate editor in Chicago, and his wife, Barbara. Michael Allen, the Curmes' second son, weighed in July 19 at 8 lbs., 8 oz. . .

Bruce C. Forbes, president of *Forbes* magazine, has been appointed chairman of the publishing group of the Greater New York Fund's 1959 appeal . . . Valerie Tishman and **Charles Diker** of Revlon were married June 26. They honeymooned in Hawaii . . . **Peter Manigault,** publisher and president of the Evening Post Publishing Co. and the News & Courier Co., Charleston, S. C., is engaged to Mrs. Landing Legendre Wood . . . **Charles W. Horn,** new assistant publisher of the *Los Angeles Examiner,* and Mrs. Horn have returned from their first Hawaiian vacation . . .

Louis S. Benincasa, ad representative of *Redbook* and marketing lecturer at St. John's University and Pace College, was given a special award by the New York Merchandising Executives Club for his work in developing an educational program with colleges in the New York area . . .

News on the Danbury, Hartford Line: **Daniel W. Kops,** president of WAVZ, New Haven, has been elected president of the city's Rotary club . . . **Frank S. Stevens,** retired vp and general manager of the *News-Times,* Danbury, was honored June 30 at a testimonial dinner. His career spanned 48 years on both Bridgeport and Danbury newspapers . . . Also at the *News-Times,* ad director **Leroy E. Paltrowitz's** son, Michael, has become engaged to Linda Greenbaum. An undergraduate at Boston's Emerson College, the younger Paltrowitz works summers on the *News-Times* ad staff . . . **Harlan C. Judd,** on the staff of Wilson, Haight, Welch & Grover, Hartford, has completed a two-week engagement in the cast of "Visit to a Small Planet," at Farmington, Conn. . .

Fred Lowe, promotion manager of the *New York Journal-American,* was given a gold wrist alarm watch recently by the Detroit Sales Execs Club—he was the club's vp back in the days when he was promotion manager of the *Detroit Free Press,* before joining the *Journal-American* . . .

Deane Beman, who won the British amateur golf championship this summer at the ripe old age of 21, has joined Larrabee Associates, Washington agency. His father, **Del Beman Jr.,** is in the Washington office of Carl Byoir . . . Other golf news: **Howard Mace,** ad group supervisor of *Look,* and **Fred Barrett,** vp of BBDO, won the member-guest tournament at Bonnie Briar golf club; the pair came in with a 62 . . . **Sam Nield,** of the New York sales staff of the *Ladies' Home Journal,* fired a 64 at Innis Arden country club in Old Greenwich over the July 4th weekend to set an amateur course record . . .

The boys on First Street in Los Angeles already know who'll win the annual Rams-Redskins classic

Every Los Angeles boy knows that *everybody* wins when the city turns out for this Times-sponsored game every August–because every dollar of profit goes to help youngsters of the community, through Los Angeles Times Charities.

Other important sports events, too – including the famous National Sports Awards Dinner – channel their profits into Los Angeles Times Charities, which has put well over a million and a half dollars to work in behalf of youth. For years, these popular events have financed the operation and maintenance of the Los Angeles Times and Southern Area boys' clubs, and the construction and equipping of camps, swimming pools and many other recreation facilities.

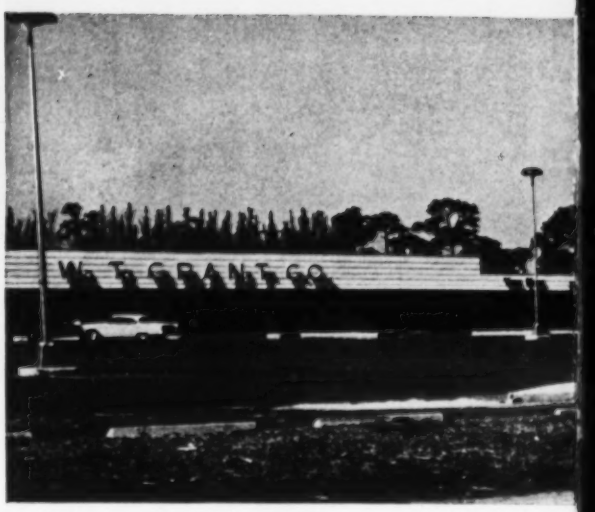
Boys in Los Angeles learn early that a newspaper's role in the community goes far beyond publishing news and advertising. They'll tell you that First Street... home of The Times... is not a one way street.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer & Woodward, New York, Chicago, Atlanta, San Francisco, Detroit

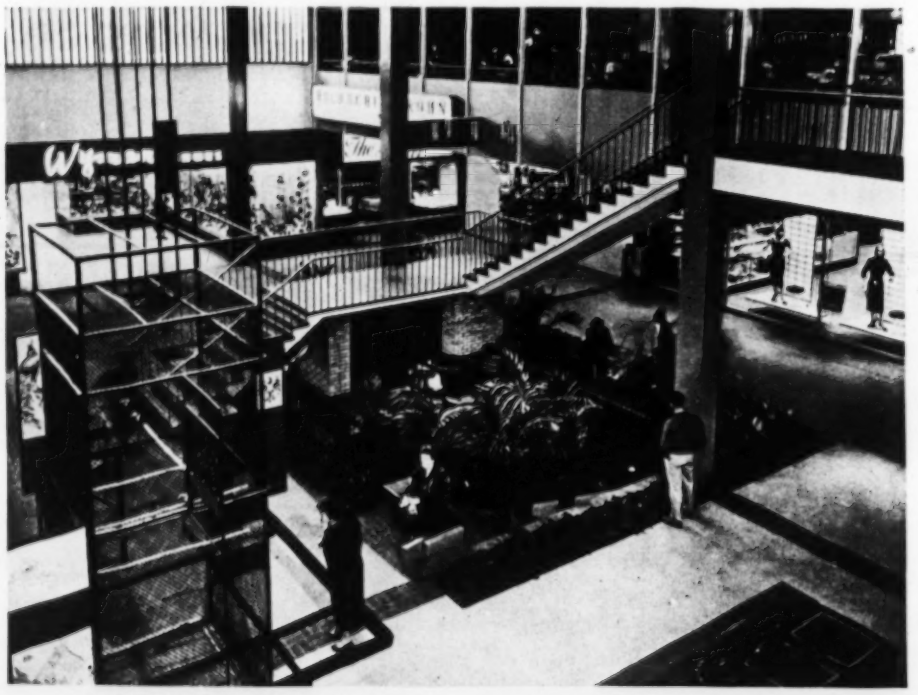
NORTHSHORE SHOPPING CENTER, PEABODY, MASS.: The largest shopping center in New England, the Northshore Shopping Center includes 54 stores and its 8,000-car parking facilities are usually filled. *The Peabody Times* carries SUBURBIA TODAY and is the local newspaper for the area from which much of the Northshore Shopping Center business comes.



SUBURBAN in The

"Shopping centers, a post-war phenomenon, accounted for 15% of the total gross retail sales last year —$30 billion worth"—SALES MANAGEMENT MAGAZINE

"Almost a million families a year become homeowners, most of them in the suburbs (which are gaining in population more than four times as fast as cities)" —A. C. Spectorsky, author of THE EXURBANITES.



HARUNDALE MALL SHOPPING CENTER, GLEN BURNIE, MD.: A major shopping point for the 186,000 people in Anne Arundel county, the Harundale Mall Shopping Center in suburban Baltimore is one of the country's most modern, most successful. Its 43 stores and shops, modern in every respect, include some of retailing's best-known names. The *Glen Burnie News* is the suburban newspaper covering the residential area this busy center serves. SUBURBIA TODAY is the fine colorgravure supplement of the *Glen Burnie News*.

WOODLAWN SHOPPING CENTER, LITTLETON, COLO.: One of ten modern shopping centers planned or under construction in the Littleton area, the Woodlawn center includes a 500-seat theatre. Its stores and shops serve an area boasting the highest per-capita income in the greater Denver suburban area. Population of Araphoe County has doubled in ten years. Its families read the *Araphoe Herald* and SUBURBIA TODAY.

WEST HOLLYWOOD (FLORIDA) SHOPPING PLAZA: One of the most modern shopping centers in the South, the West Hollywood Shopping Plaza contains 44 stores with parking facilities for 1,200 cars and is conveniently located to serve the 286,000 people who live and shop in Broward County, Florida. Customers of the modern center read *The Hollywood Sun-Tattler* and its color-gravure supplement SUBURBIA TODAY.

SHOPPING CENTERS . . . TODAY'S MARKETING PHENOMENON

Magnificent Market of *Suburbia Today*

THE MAGAZINE OF PLEASANT PLACES

Modern shopping centers, giant supermarkets, and booming sales are the hallmark of the exploding retail picture in The Magnificent Market of SUBURBIA TODAY—the 450 outstanding suburb communities selected for their concentration of high-income, home-owning families who are prime prospects for quality products. SUBURBIA TODAY is the fine colorgravure magazine of 184 newspapers in outstanding suburbs of leading metropolitan centers.

SUBURBIA TODAY offers advertisers an unprecedented opportunity to concentrate their product story on families whose discerning tastes are matched by their ability to buy for greater needs. It delivers depth coverage of families who live in the suburbs and shop in the suburbs. It follows your most alert dealers in the dramatic shift of buying power to America's leading suburbs. SUBURBIA TODAY puts your product story into 1,229,999 homes—the homes of prime customers of today's suburban shopping centers, busy supermarkets, and smart stores and show rooms.

Your SUBURBIA TODAY representative requests an opportunity to discuss with you how this new concept of selective coverage and concentration warrants a place high on your media list for SUBURBIA TODAY. Call him in soon.

Suburbia Today

Leonard S. Davidow, *Publisher*

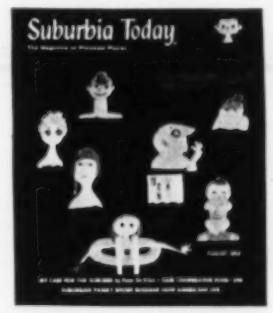
Patrick E. O'Rourke, *Advertising Director* • John M. Badger, *Western Advertising Manager*

153 North Michigan Avenue, Chicago 1, ANdover 3-1270

James L. Thompson, *Advertising Manager*
NEW YORK 22: 405 Park Avenue, PLaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262
CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg., JAckson 2-8113

Now in 1,299,999 homes in over 450 leading suburbs.



PARK PLAZA SHOPPING CENTER, ARLINGTON, TEXAS: Midway between Dallas and Fort Worth, Arlington is the site of a General Motors plant employing 3,000 people. The center serves an area that does over $176 million in retail sales. Its customers read the *Arlington News Texan* and the *Irving News* which distribute SUBURBIA TODAY.

BELLEVUE SQUARE, BELLEVUE, WASH.: A giant shopping center with 52 stores and shops is the buying center for 85,000 people. Situated on the east shore of Lake Washington in the heart of one of Seattle's finest suburban areas, Bellevue Square serves the area covered by the *Bellevue American* and SUBURBIA TODAY.

Time Inc.'s Income Shows 13.2% Gain

NEW YORK, July 28—Time Inc.'s net income for the first half of 1959 was $6,043,800, a 13.2% gain over $5,340,000 reported for the first half of 1958. Revenues from publishing, broadcasting, paper products and other sources were $131,802,400, up $7,392,400 from revenues reported in the comparable period last year.

Costs and expenses for the first half of 1959 were $120,185,300, as against $114,309,400 in 1958. #

Newell Leaves 'Time' to Open Representative Office

George M. Newell, who has resigned as Pacific Coast manager of *Time International*, will open San Francisco and Los Angeles offices for his own publishers' representative company in September, to be known as Media Associates International. Mr. Newell, a veteran of 10 years with both *Time* and *Life*, plans to specialize in international publications, as well as domestic business publications and magazines, and will act as an overseas market consultant for western U. S. and Canadian companies.

Mr. Newell has been succeeded by William T. Kirk Jr., who will become San Francisco advertising manager for *Time's* four international editions as well as for *Life International* and *Life En Espanol*. Mr. Kirk was formerly in *Time's* Chicago office.

Benjamin Gets Publication

The publications division of Robert Benjamin & Associates, Mexico City, has been awarded the contract for the production of the new Mexican supplement of *Transporte Moderno*, Latin American business paper.

'Detroit News' Boosts Rate

The *Detroit News* will increase its rates 5¢ per line on all general advertising Sept. 1 for contract holders. The same increases went into effect July 1 for non-contract holders.

Yachting Publisher to Williams

Yachting Publishing Co., New York, has named Williams Advertising Agency to handle its advertising.

Denver Among Leaders In Retail Sales Increase

THE DENVER POST ★ HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 67, No. 345 — 5 Cents, 72 Pages

New Class Takes Oath

In their first formal military formation, members of the class of 1963 at U.S. Air Force Academy take the oath of allegiance in ceremonies Saturday afternoon at the academy between Denver and Colorado Springs. The 748 new cadets make up the academy's first full-size class, and are first to enter training from the start at the permanent site. Cadets pictured in summer parade dress whites are seniors and juniors who act as instructors.

NORTHGLENN

1,600 Acre City In Area Slated

By WILLARD HASELBUSH
Denver Post Business News Editor

Construction has started north of Denver on a multi-million-dollar housing development planned as a self-contained new city of 15,000 population flanked by a 130-acre industrial site.

The first five model homes in the planned new city of Northglenn will be opened to the public next Sunday on a 1,641-acre site which straddles the U.S. 87 extension of the Valley Highway at W. 104th Ave. in Adams County.

The project, which backers say could involve an investment of more than $130 million, has been launched by the Peri-Mack Construction Co., a firm which has built more than 1,500 homes in Denver,

$4 Million Apartment Plans Set

Plans for immediate start of construction on a

New Car Sales Boom Continues In Denver Area

The Deaver area's 1959 new automobile sales boom is rolling on unchecked into the summer.

A report by the Denver Area Automobile Dealers Assn. Wednesday disclosed that a total of 3,905 new cars were sold during May in Denver and the three surrounding counties of Adams, Arapahoe and Jefferson.

That brought total metropolitan area new car sales for the first five months of the year to 15,500 units, compared with only 13,995 sales in the same period of 1958.

Chevrolet continues as sales leader with 3,886 metropolitan area sales up to June 1, compared with Ford's total of 3,113.

Fall Clothing

DENVER STATISTICS

Banks' Assets Top $1 Billion

Resources of Denver's commercial banks still top the $1 billion mark, the latest condition statements reveal.

Total resources at June 10, latest reporting date, were $1,077,946,000 compared with $994,551,000 at June 23, nearest comparable date last year.

Deposits of the banks were up to $965,273,000 from $900,194,000 on the year.

Loans and discounts jumped nearly $100 million to $547,323,000 from $450,263,000.

Holdings of cash and U.S. government obligations, on the other hand, were down to $480,187,000 from $493,057,000.

The banks continued to strengthen their capital structures, which rose to $74,996,000 from $69,725,000.

Big Oilfields Sleep in Area, Author Claims

The Rocky Mountain Empire is definitely the coming area in the oil industry, oil expert Ruth S. Knowles said in Denver Saturday.

Mrs. Knowles, 44, author of "The Greatest Gamblers," fast selling new book on oil, said "a great many giant oil fields lie sleeping in the Rockies, waiting for enough dry holes to show us where they are."

The Tulsa, Okla., writer, oil consultant and wildcatter, defined giant fields as those with 100 million barrels and more.

Denver's $80 Million School Building Project Nears End

By BETTY JEAN LEE
Denver Post Staff Writer

$500,000 set aside the past two years to $750,000 or more.

Contracts were awarded

E. Hampden Ave. and S. Glencoe St., and are to be completed in August, 1960. Each will accommodate 480

Major Market Shift Outlined

A New York advertising agency lists Denver as second among the top seven American cities which have had the greatest increase in retail sales rates in the last two years.

In a house organ distributed in industry, the agency says steadily increasing population and bigger payrolls in some areas are causing a shift in major markets.

The firm warns business that "we cannot allocate advertising and promotional dollars effectively if we focus on the past rather than on today."

To underline the point, the agency listed seven cities in which it said a recent survey disclosed retail sales are 110 pct. over levels of June, 1957.

The seven, in order, are Miami, Denver, Hempstead, L. I., Jacksonville, Richmond, Phoenix and Tampa.

"No longer can we evaluate salesmen by comparing their performances now with last year's sales," the publication says. "For instance, in June, 1957, Detroit ranked fourth in America in retail sales, Philadelphia fifth. Estimates for June, 1959, show the position reversed.

"More drastically, Cleveland dropped from sixth to ninth, while Washington, D. C., rose from ninth to sixth."

Westland Shopping Unit Rises

The first walls are beginning to rise at the $8.5 million Westland Shopping Center, under construction on W. Colfax Ave. west of Kipling St.

Construction of basement foundation walls is under way, just four weeks after the Jan. 5 groundbreaking.

The construction timetable calls for Westland to open for customers about Aug. 1, 1960.

Excavation of some 20,000 cubic feet of earth at the site of what will be a complete three-level May-D&F department store has been completed, leaving a 200 sq. ft hole some 15 ft. deep.

Wall forms will rise shortly at both the May-D&F site and on Westland's Unit 6, a 180-191 foot auxiliary shopping structure immediately northwest of the May-D&F store.

In addition to the 150,000 square foot May-D&F, Westland will have 94,000 square feet of other shops.

May Shopping Centers, Inc., of Los Angeles, wholly owned real estate subsidiary of the May Department Stores Co., is developing Westland as part of a $60 million nationwide expansion program in the next four years.

Westland will cover a 41-acre site, bounded by Miller St. on the east and Owens St. on the west.

Among Westland tenants already signed are Safeway

Building Permits Set Record

Denver building permit valuations for the first six months of this year are running $7,054,313 ahead of last year's record pace.

Don Harter, chief city building inspector, said Friday permit valuations amounted to $50,965,478, compared with $43,911,165 at the end of the first six months of 1958.

Denver sales tax collections also are setting a record, according to H. W. Bushacher, manager of revenue. Six months collections stand at $2,624,390, a 10 pct. jump over the $2,386,414 collected during the first half of 1958.

General property tax collections have risen from $42,983,552 to $45,866,638. Tobacco tax collections rose from $481,900 to $516,417. Parking meter collections dropped from $195,302 to $186,742.

The total building permit valuation in 1958 was $104,216,040, a record.

Permits have been issued this year for construction of 1,547 living units valued at $16,977,800, compared with 1,785 units with valuation of $14,077,810 during the first six months of last year.

Four large structures accounted for most of the increase, Harter said.

These are the $3.75 million tower portion of the Denver Hilton Hotel, a $1.5 million annex to the Mountain States Telephone and Telegraph building on Curtis St. between 14th and 15th Sts., the $1 million University of Denver Law Building at W. 14th Ave. and Bannock St. and an addition to the YMCA in the 1600 block on Lincoln St.

Super Marts In Denver Hike Sales

Chain supermarkets in Denver averaged about 8 pct. increase in sales during the first six months this year compared with last and independent supermarkets leaped 20 pct., according to Supermarket News, a Fairchild weekly newspaper published in New York city.

The average gain for the nation as a whole was 6 pct., the newspaper's coast-to-coast

Weed Boosts One, Names Two

Edwin C. Metcalfe, formerly vp in charge of the West Coast offices of Weed Television Corp., tv station representative, has been named to the new post of national sales manager in the New York office, effective Aug. 3. William Crumley, formerly a vp of Young Television Corp., has been named to the new post of director of marketing and research of Weed TV and Weed Radio Corp. Frank M. Reed, formerly with John E. Pearson Co., has joined Weed Radio Corp., Chicago, as an account executive.

DCS&S Promotes Four

Howard Foley, vp and a copy director of Doherty, Clifford, Steers & Shenfield, New York, has been appointed copy department manager. Gail Raphael and William Wall, vps and copy supervisors, have been promoted to group copy directors. James K. Maloney, a senior art director, has been elected a vp.

Sutton Names Davis

Sutton Publishing Co., White Plains, N. Y., has appointed Robert L. Davis editor of *Contractors' Electrical Equipment*, succeeding Herbert L. Mann, who resigned to move to Florida. Mr. Davis formerly was with *Product Design & Development*.

few papers, anywhere,
cover their home city
and trade area as
completely and effectively
as THE DENVER POST

one of America's Great Newspapers
covering the nation's third
fastest growing major market

Editor and Publisher: PALMER HOYT

Represented Nationally by
MOLONEY-REGAN & SCHMITT, INC.

CIRCULATION

Evening, except Saturday . . .	252,748
Sunday	339,281
Empire Magazine and Comics .	366,564

A. B. C. Publisher's Statement March 31, 1959

Ortlieb Features Beer Salesmen in Expanded Campaign

PHILADELPHIA, July 28—Henry F. Ortlieb Brewing Co. has increased the use of radio and aerial advertising in a summer campaign for Ortlieb's beer in its East Coast marketing area.

Ortlieb continues to court both sexes through its theme, "It's a he-man brew that the gals love too," but atmosphere photographs have been substituted for the previously-used cartoons.

The photographs use Ortlieb salesmen, though they are not identified.

Also new is the theme, "It's Ortlieb time." The "O" in Ortlieb is made into a clock whose time varies with the scene portrayed, to suggest that it's always Ortlieb's time.

■ Radio and tv spots use such taglines as, "Remember, golf time is Ortlieb time, and the correct time at the moment is ——." The radio schedule has been intensified with the addition of six stations (in Pennsylvania, New Jersey and Delaware) and a saturation campaign in the South Jersey resort areas through Labor Day. On weekends, Ortlieb's is sponsoring weather-traffic reports about resorts every half-hour on two Philadelphia stations. It continues its customary schedule on foreign language programs.

DOUBLE SELL—*Al Herr, in this case, and other Ortlieb salesmen appear in ads for Henry F. Ortlieb Brewing Co. of Philadelphia during the summer months. The 500-line ad appeared in the Philadelphia Bulletin, Philadelphia Inquirer and Camden Courier-Post.*

INTERESTED MODEL—*Henry F. Ortlieb Brewing Co. salesman Tony Cassinelli, right, is chef in an outdoor barbecue scene.*

■ Aerial advertising at New Jersey resorts has been upped to seven days a week instead of just weekends. The schedule of outdoor boards and painted signs here and in New Jersey continues.

Lewis & Gilman is the agency. #

Remington-Rand on NBC

Remington-Rand typewriter division of Sperry Rand Corp., New York, will sponsor a "Back to School" special, a cross-country survey of problems facing the nation's schools, over NBC-TV, Tuesday, Aug. 25, at 8 p.m., EDT. David Brinkley will head the one-hour show, with news correspondents reporting from various communities on what is being done to combat such local difficulties as teacher shortages, overcrowding and integration. Remington-Rand's purchase was made through Compton Advertising.

Ketchum, MacLeod Names Two

Edmond B. Maher, formerly with Donahue & Coe, has joined the New York office of Ketchum, MacLeod & Grove as an account executive. Laurence F. Donino, previously with Al Paul Lefton Co., also has joined Ketchum, MacLeod as an account executive.

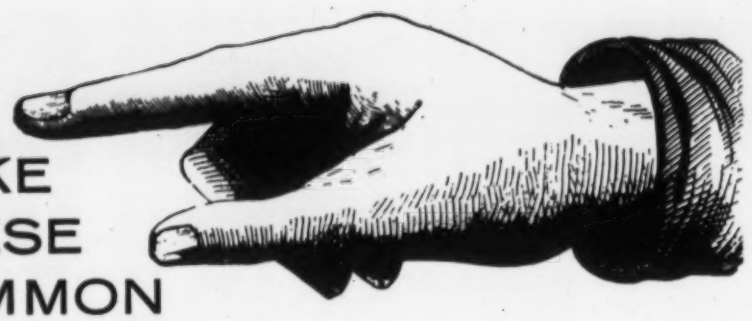
SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

DO YOU MAKE THESE COMMON MISTAKES



in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 53 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 41 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

CBS Radio Signs New Sponsors

Pacing new business at CBS Radio, New York, is Mentholatum Co. (J. Walter Thompson), which ordered three segments of "House Party" and one of "Impact" per week for 26 weeks beginning Oct. 4. Q-Tips (Lawrence C. Gumbinner) bought five segments weekly of "House Party" for 13 weeks starting Sept. 7. Milton Bradley Co., manufacturer of educational supplies (Noyes & Co.), purchased a four-week schedule on the network's back-to-school tie-in plan and a two-week pre-Christmas schedule.

Meredith Names Two

Meredith Publishing Co., Des Moines, has named Jack Coe assistant trade sales manager, and Miles Turnbull special projects coordinator. Mr. Coe has been with Meredith since 1957. Mr. Turnbull formerly was assistant promotion manager of *Better Homes & Gardens* and *Successful Farming*.

Consumers Optimistic but Fear Inflation, Survey Center Finds

ANN ARBOR, July 28—Consumers were rather optimistic about buying plans in May and June, but their optimism was tempered by expectations of higher prices.

This is the nub of the latest report from the Survey Research Center at the University of Michigan. The center has conducted these consumer surveys since 1951.

Families interviewed in May and June were in a more prosperous condition than they were a year ago—four out of every 10 reported higher incomes. Only 23% said they were worse off than a year ago.

Two-thirds of those interviewed saw "good times" ahead, compared to 10% who foresaw "bad times."

Buying plans were healthier than the May-June, '58, level for all categories—houses, new and used cars, household appliances, home improvements and repairs. The largest increase showed up in plans to buy houses.

■ Analyzing the results, the center said this buoyance does not add up to a buying "splurge," for two reasons:

1. Consumer optimism is not as strong as it was in 1955, particularly in regard to long-run expectations.

2. There is a widespread feeling among consumers that prices will rise in the future.

"In 1955 many consumers commented favorably on 'good buys' and reasonable prices; such comments are rare now." Inflationary expectations—and these may act as a brake on buying plans—"are more widespread now than prior to the recession." #

Parrish Acquires Engel, Management Consultant

A refinanced and reorganized Amos Parrish & Co. has made its second acquisition in as many weeks. George Engel Associates, management consultant specializing in the retail field, has followed Fred Gaertner Jr. & Associates into the Parrish fold. Acquisition of the Gaertner organization was announced July 15 (AA, July 20).

Allan Applestein, treasurer of Parrish, said "additional acquisitions in other service areas are being negotiated." One of these may involve an advertising agency—an area Parrish has indicated it would like to reenter. The 40-year-old company, which services several hundred retailers, recently emerged from Chapter 11 reorganization proceedings under the state bankruptcy act (AA, May 4).

'Pasadena Independent,' 'Star-News' Shift Three

Ray W. Johnston, formerly national ad manager of the *Independent* and *Star-News*, Pasadena, Cal., has been named to the newly created post of advertising sales manager. Another new post, national ad supervisor, will be filled by Stan Schafer, who joined the newspapers last year after seven years with Moloney, Regan & Schmitt, newspaper representative. Walt Stiles, a member of the newspapers' advertising staff, has been appointed local advertising supervisor.

Four Adler VPs Appointed

William Hart Adler Inc., Chicago, has elected four of its executives to vps. They are Alidor Belskis, copy director; Arthur Warren, art director; John Petrie, media director and administrative assistant to the president, and Frank A. Karoly, director of Public Relations: William Hart Adler Inc., the agency's pr affiliate.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Drug Trade News is **unpacking**
a big new section for you on

PACKAGING & DISPLAY

Ready in the Sept. 7 issue—and an every-issue multi-page feature thereafter! Packaging and Display—the glamor side of the pharmaceutical, toiletry and cosmetic field—from a practical profit-motivated marketing point of view. Everything that's timely about aerosols, cans, bottles, cartons, closures, dispensers, materials and machines—the people who make them—the firms who buy them—the ways you can use them to advantage. Words, pictures, case histories, excitement! A "must" section for manufacturers—their sales and marketing heads, and purchasing departments. A wealth of industry information for all packagers. **And what a showcase for packaging advertising!**

DRUG TRADE NEWS

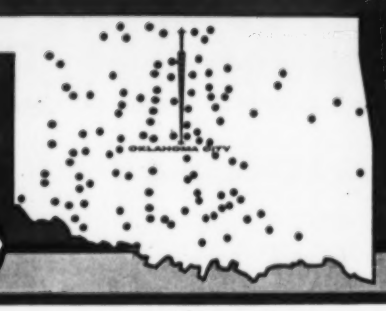
The Marketing Publication for the Drug, Toiletries, Cosmetics and Sundries Industries

Note! **The Sept. 7 "packaging premiere" issue closes Aug. 24 for your advertising.**

Farm Public Service in
the KWTV *Community* makes
KWTV OKLAHOMA CITY
Oklahoma's No. 1 Television Station

BUY the TOWER with SALES-power in Oklahoma!

Traveling to obtain on-the-air reports during 1958, KWTV's two farm directors visited the more than 100 towns shown on the map . . . many, several times. Proof of KWTV's *community* coverage!



CBS

See your PETRYman

RAB Appoints Three

James P. Walsh, previously an account executive at Mutual Transportation Advertising, has joined Radio Advertising Bureau, New York, as an account executive with the automotive group. RAB also has named Donald L. Huber and H. William Ostberg regional managers in its member service department. Mr. Huber formerly was general and commercial manager of KALE, Richland, Wash.; Mr. Ostberg was with WAAB, Worcester, Mass.

Harold Siesel Adds Two

Harold J. Siesel Co., New York, has been appointed to handle advertising for the new Summer & Casual Manufacturers Assn., a division of the National Assn. of Furniture Manufacturers. The fall summer furniture market will be promoted in Chicago the week of Oct. 19 and in New York the week of Nov. 2. Siesel also has been named to handle advertising for Furniture Clearing House, New York.

FCC Extends Ban on Informal Chats with Interested Persons

WASHINGTON, July 28—Axe-grinding in private made news on three fronts here last week.

• The Federal Communications Commission proposed new rules to regulate the conduct of its own members.

• The *Boston Globe* tried anew to upset a tv award to a rival.

• A Senate subcommittee held hearings on improprieties between applicants and governmental regulatory bodies.

FCC's new proposal does not go whole hog and ban private conversations between commissioners and interested parties. The present bifurcate standard would be preserved in part.

At present, FCC permits private contacts in so-called rule-making procedures which lead to broad rules applicable to a large group. On the other hand, present rules forbid off-the-record and informal associations in cases where FCC acts as a quasi-judicial body, as in contests between two or more applicants for a particular channel.

The new proposal takes cognizance of the fact that certain proceedings, while of a rule-making nature, also involve highly valuable rights and privileges for individuals. In these cases, the new proposal would bar private talks with members of FCC.

FCC acted in the light of a court of appeals decision in the case of Channel 2, Springfield, Ill., which was moved to St. Louis. Officials of Signal Hill Telecasting Co. got the Channel 2 award, after taking FCC commissioners to lunch and sending them Christmas turkeys.

■ Elsewhere on the axe-grinding front, the *Boston Globe* filed a brief with FCC urging cancelation of the Boston Channel 5 award to the *Herald-Traveler*, because two FCC members met privately with the successful applicant. The *Globe* is an intervenor in the rehearing.

The *Globe* brief singled out former Chairman George C. McConnaughey and former member Richard A. Mack, saying they should have disqualified themselves from participation in the award. Mr. McConnaughey lunched with *Herald-Traveler* executives and accepted a Gridiron Dinner ticket. This, according to the *Globe*, "rendered him unfit to participate." Mr. Mack was charged with being "unreasonable" in failing to allow the *Globe* to intervene at the initial stage, when serving as motions commissioner.

■ On Capitol Hill, a Senate judiciary subcommittee headed by Sen. John Carroll (D., Colo.) considered bills to restrict off-the-record presentations to all regulatory bodies. Acting Assistant Attorney General Robert A. Bicks gave such proposals his blessing, as did American Bar Assn. spokesmen. #

Canadian Agency, PR Board Form Canadian PR Board

Muter, Culiner, Frankfurter & Gould Ltd., Toronto agency, and the Public Relations Board, Chicago, public relations company, have formed the Public Relations Board of Canada as a division of Muter, Culiner and a subsidiary of the Public Relations Board.

Lee Schooler, president of the Public Relations Board, is chairman, and Eddie Gould, vp of Muter, Culiner, is vp. Sam Crystal, former *Toronto Telegram* editor, is managing director, and Brig. Claude H. Dewhurst, Canadian author, lecturer and tv panelist, is executive director.

Record Circulation Greets
Mercury and News
Return!

125,271
UP 10,200 FROM PRE-STRIKE TOTAL

That's right—up 10,200! Mercury and News average net paid daily circulation for January, last pre-strike month, was 115,045. For June, after resuming publication on the 23rd, the daily average net paid was 125,271. Surprised? So are we—and proud that fast-growing Metropolitan San Jose likes and wants its two dailies more than ever before!

And You **COVER** *San Jose* **ONLY** *With The*

San Jose **Mercury and News**

Represented Nationally by Ridder-Johns, Inc.

Member of Metro Sunday Comic Network

With Parade, too!

the one to grow on

1955
$2,946,955
(39th among all magazines)

1956
$4,566,529
(28th among all magazines)

1957
$6,681,228
(21st among all magazines)

1958
$9,422,823*
(15th among all magazines)

AD REVENUE

*And first quarter of 1959 is again up, by 20%. Source, P.I.B.

SPORTS ILLUSTRATED is the growth magazine in advertising today. Last year it posted the largest page gain of any magazine. The reason? The five-figure income families of America are spending more and more of their time on sports and the good life every year. And in the past decade, the number of these families has increased 8 times as fast as the rest of the population. Strengthen your media list by adding the one to grow on—

SPORTS ILLUSTRATED

Allegheny Airline Backs Expanding Service in Drive

(Continued from Page 3)

Maxwell D. Bucklew, public relations. Working on the promotion on the airline side, in addition to Mr. Barnes, are D. L. Miller, senior vp; Jack K. Svitzer, director of sales, and Peter D. Brennan, director of public relations.

■ Allegheny kicked off its new advertising plans last month, with its inauguration of jet-prop Convair service on the Washington and Pittsburgh routes to Atlantic Coast resorts. Deciding to take a romantic offbeat promotional idea for both sales and institutional use, the agency launched a campaign tying in with the current public interest in Hawaii.

Calling its new fast summer vacation routes "Leilani flights," the airline obtained Hawaiian girls for hostesses and built the entire campaign around the islands' famous vacation theme. Cooperating with Allegheny in instituting the promotion were the Hawaiian Visitors Bureau and airlines serving Hawaii. (Allegheny's western terminus is Detroit.)

Ads began trumpeting the story of the unusual Hawaiian theme in connection with flights to and from Atlantic City, Wildwood and Cape May—flights which afforded vacationers the special departure ceremonies similar to those given the islands' visitors, along with special gifts flown from Hawaii and special foods including hookupu snacks and exotic fruit juices. Hawaiian hostesses on board also modeled fashions by Shaheen, world known Hawaiian designer.

■ A budget of some $65,000 was allocated by the airline for Leilani advertising in 17 cities for the June-July period alone, and a similar amount is expected to be spent in the August-September period. Leilani cities, in addition to Washington, Pittsburgh and the resort areas, included Baltimore; Erie, Oil City and Franklin, Pa.; Hagerstown, Md.; Huntington and Parkersburg, W. Va., and Olean and Jamestown, N. Y.

Newspaper ads were placed in Leilani cities at the rate of two ads per week in Tuesday's first news section and Sunday's travel section. The ads were 1,000-line two-color and 224-line b&w units. The newspaper campaign was backed up by saturation radio spots in the same cities.

The campaign also includes heavy merchandising, with posters at airports and travel agencies announcing both the Leilani flights and the airline's new turbo-jet equipment. Also pushing passenger ticket sales are special mailers including flight packets to travel agents, hotels, bus and service clubs and industrial travel decision-making personnel.

■ Allegheny furnished hotels with a special airline package. In addition to forms for reservation confirmation and promotional cards, which hotels placed on glass bureau tops, the packet contained a plastic bag for wet swimming gear, with the printed message: "Stay another day—fly all the way." And ticket desk personnel dressed in Hawaiian shirts.

Whenever and wherever the two-color newspaper ads ran, VanSant, Dugdale contacted display advertising managers and travel editors to suggest possible additional merchandising tie-ins and coverage. Advertisers with related services or needs, such as American Express and local chambers of commerce, also ran tie-in ads on the same pages.

Despite unfavorable resort weather on the East Coast in June, the Leilani promotions pushed Allegheny passenger boardings up to 56,934, compared to the past record of not quite 55,000 for the same month.

■ Mr. Barnes says that Allegheny's promotional plans are based on the premise that the bull market for U. S. air travel in coming years will go to short-haul, rather than long-haul, operators.

HOO-KUPU—*Hostess Lorene Perrin serves Hawaii-style tray to a passenger on one of Allegheny's Leilani flights.*

Allegheny first began operations in May, 1939, under the name of All-American Airways, rendering the first air-borne pony express mail delivery service, extended to 120 towns in six eastern states. In March, 1949, following the CAB's full recognition of feeder airline needs, Allegheny inaugurated inter-city passenger service, suspended air pick-up operations and expanded its system many times over.

By mid-'59, Allegheny was serving more than 50 major and feeder cities in the Middle Atlantic area, with more than 450 flight arrivals and departures daily. Nearly 500,000 passengers used its services during 1958, flying nearly 85,000,000 passenger miles, for a 9.3% gain over '57.

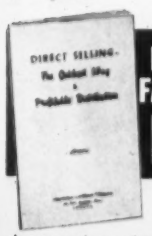
So far in '59, passenger traffic has climbed to a 16% increase over '58, with a record 48,428 passengers logged last May—a 19% increase over May, '58.

■ Even in certain intermediate markets, where Allegheny is in competition with coast-to-coast airlines, Allegheny is walking away with more than 50% of the

WHAT DO YOU KNOW

about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand.



FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution." It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

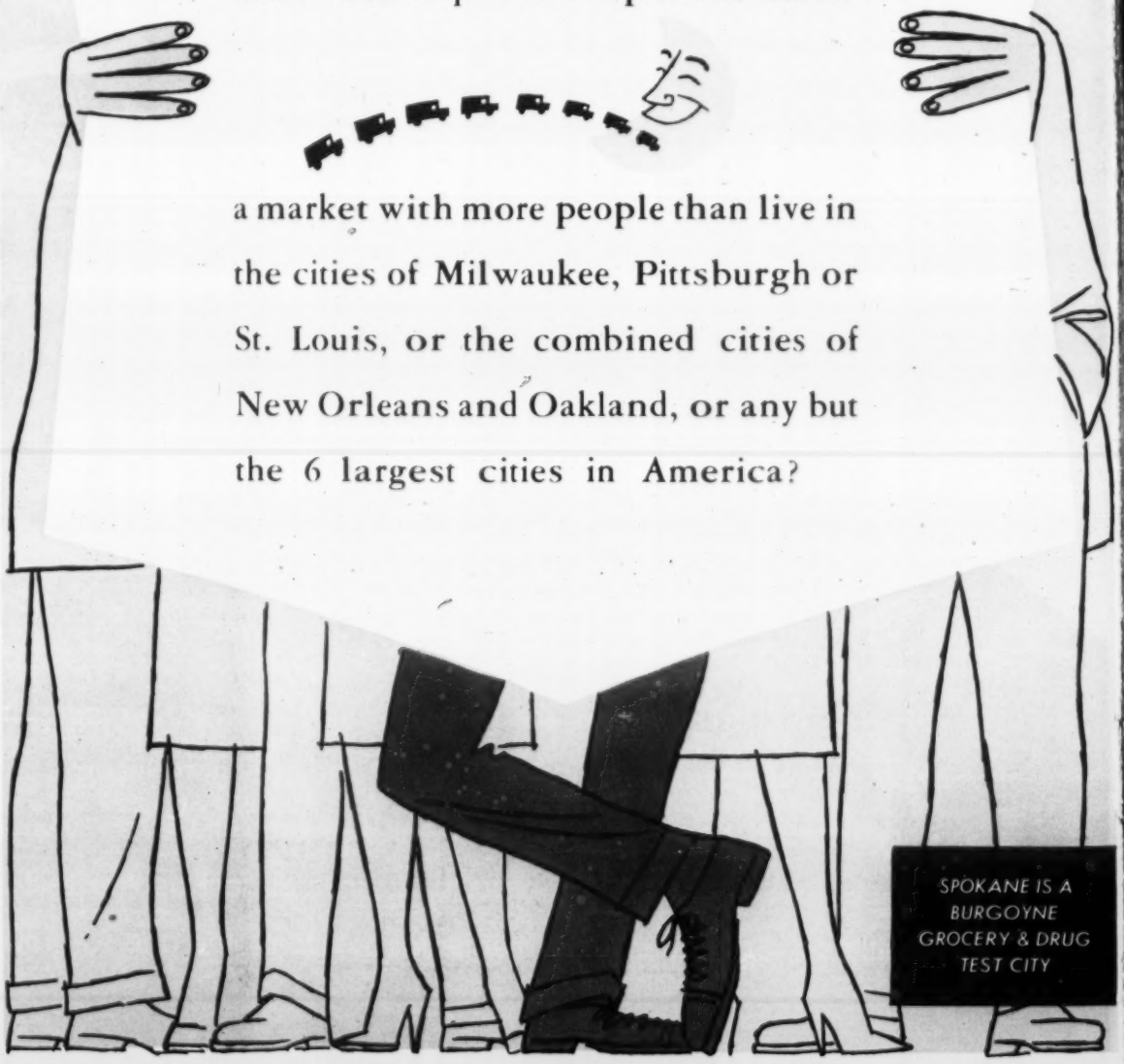
CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS

Question:

What big "newspaper-buy" in the West covers a market so big its delivery trucks must travel a distance every three weeks equal to a trip to the moon . . .

a market with more people than live in the cities of Milwaukee, Pittsburgh or St. Louis, or the combined cities of New Orleans and Oakland, or any but the 6 largest cities in America?



total airline business, and this percentage is increasing with each day.

Mr. Barnes points out that the entire local service air industry has shared Allegheny's growth experience.

Beginning with 678,000 passengers in 1949, the short haul airlines increased their services to such an extent that more than 4,250,000 passengers boarded their flights in 1958—a growth of 526% in less than a decade. Mr. Barnes explains that this explosive growth came about as the long-haul trunk airlines' jet equipment programs crystallized. This called for a sharp reduction in aircraft suitable for short-haul services, making it increasingly apparent that air travel markets less than 300 miles apart would have to look to Allegheny and similar carriers for service.

However, according to Mr. Barnes, existing travel markets are one thing, and capturing these markets is another. In order to change consumer travel habits to air travel, and in order to make service areas aware of what Allegheny had to offer for fast convenient travel, the young airline spent between $145,000 and $199,000 per year between 1954 and 1958 for advertising and publicity.

Newspapers received most of the advertising dollars. The ads appeared in airport and feeder cities, stressing Allegheny's "new fast and efficient" equipment and the improved service geared to consumers' needs. Radio and tv spots also carried the Allegheny story. Direct mail was used to sell travel agents. The *Wall Street Journal* was used to reach business men.

In speaking of the future, Mr. Barnes stated: "Our past objects and goals will remain the same; but our future techniques of advertising and marketing will be different." He went on to explain that old travel habits must be broken in areas where the airline service is new, and Allegheny's new airline equipment must be emphasized to air-minded travelers.

■ Since the federal government subsidizes local airlines with mail payments and public service revenues for unprofitable service to intermediate cities, CAB retains control over such financial factors as ad expenditures and salaries.

CAB allows carriers to spend between 4% and 5% of their total gross commercial revenue for advertising purposes. However, an airline which spends less than this amount one year can average the ad expenditure out with a larger amount in another year. #

Farm Publications' Revenue Up

The advertising revenue for the 37 farm publications included in Farm Publications Reports Inc. for the first six months of 1959 was $28,626,616, a gain of $777,271 over the figure of $27,849,345 for the first six months of 1958, the company has reported.

FTC Hits P&G on 'Monopoly' Deal for Distribution by Appliance Makers

(*Continued from Page 2*)

combination washer-dryer machines. Thus, they gained a monopoly in this promotion method, the complaint said.

Under these contracts, the complaint adds, manufacturers are furnished free packages of Tide or Dash, as the case may be, to be placed in each machine when crated at the factory. They agree to place no other competitive products in their machines; to use of their names in promotional advertising to be paid for by P&G; to encourage their distributors, wholesalers and dealers (1) to use Tide or Dash in demonstrations, (2) to endorse use in the washers and (3) to cooperate with P&G in jointly promoting their washers and the particular detergent involved, the complaint stated.

In return, the complaint said, the P&G companies agree to feature the washers in advertising and to prepare and pay for the ads. The cost to them is several million dollars each year, and the advertising value to a leading manufacturer runs to as much as $1,000,000 a year, said the complaint.

The two companies also entered into contract with the manufacturers' distributors, demonstrators and dealers, according to the complaint.

■ Contrary to the P&G ads, the complaint charged, the manufacturers do not recommend and insert the free samples in their machines because Tide, Dash and Cascade are better than all other competitive products in their respective markets, but simply to receive the free advertising.

The manufacturers neither believe the three detergents are better than such competitive products nor so recommend them, and they do not desire them to be used in their machines to the exclusion of other products, the complaint stated. The manufacturers did not voluntarily decide to place the free samples, nor to do so independently of P&G, but inserted them only because of the contracts, the complaint said. #

William Rambeau Opens New York Broadcast Counsel

William G. Rambeau, who recently resigned as president and sold his interest in Rambeau-Vance-Hopple, New York broadcasting representative, has opened an office at 10 E. 43rd St. The office will be a base for negotiations for purchase of a station or for the development of station properties, or for special representation of a station or group of stations requiring concentrated New York promotion effort.

Mr. Rambeau organized William G. Rambeau Co. in 1931, which he calls radio's first exclusive national representative. Earlier he was a salesman and sales executive with Class Journal Co. on *Motor Age* and *Motor World*, and with Curtis Publishing Co. on *Country Gentleman* and *The Saturday Evening Post*.

Answer:

THE SPOKESMAN-REVIEW
Spokane Daily Chronicle

they cover a market that is

4 times as big as it looks!

Total Spokane Market Retail Sales $1,348,779,000	Retail Trading Zone Retail Sales $793,504,000	Metropolitan Spokane Retail Sales $342,344,000
The Spokesman-Review and Spokane Daily Chronicle reach 5 out of 10 families.	*The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.*	*The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.*

Totals are cumulative; Sales Management 1959

Spokane's daily newspapers cover one of the largest marketing areas in the nation . . . and in so doing their delivery trucks travel a distance every three weeks equal to a trip to the moon. What does this mean to you? Should your advertising wear a space suit? No—not quite. But it does mean coverage and full selling power for your advertising throughout a consumer market larger than 16 individual states . . . an isolated market that cannot be measured by its metropolitan area alone and which is *4 times as big as its metro area in population, income and retail sales.* Here is a really big market . . . and it's yours for the asking. Make sure the Spokane newspapers are on all your "A" schedules!

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

1 out of every 2 families

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list! (or phone, it's quicker)

*
QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

Good Housekeeping turns National into a SELLING

NATIONAL
FOOD STORES

"Good Housekeeping and National have just put together a show that we think will startle the entire mid-west. All of our Sales Managers in the twelve National Branches have been briefed with preliminary plans. A sales meeting has been scheduled at our home offices to coordinate our 60th Diamond Anniversary tie-in with Good Housekeeping. Advertisers who want to promote their merchandise in our 925 stores should give greater than usual consideration to the big November issue of Good Housekeeping. This isn't just another Anniversary—it's going to be the biggest thing in the food business in 60 years!"

Val Bauman

VICE PRESIDENT
National Advertising and Merchandising

PROMOTIONS THAT PAY OFF...START OFF WITH

Tea's 60TH Diamond Anniversary

BONANZA FOR YOU!

All 925 National Food Stores will tie in with "Look Ahead—Cook Ahead" promotion starting with 10-page editorial feature in November Good Housekeeping—All advertised products will be eligible for special promotion by National—Be sure yours are there and selling!

- **925 Stores in 16 States are solidly behind this joint promotion!**
- **For information on how to participate in this promotion, contact National's branch offices, or call Good Housekeeping now.**
- **National Food Stores will support promotion with in-store display, window posters, newspaper, radio and TV advertising!**
- **Brand-imprinted shelf-talkers for all November Advertisers! Price-Card displays for products selected by National!**

ARE WE TAKING TOO MANY VITAMINS?
Good Housekeeping
NEW! 7-Day Diet for Sure Slimming
REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping
MAGAZINE AND INSTITUTE

Rhodes Bill Hits Postal 'Subsidies' to Publications

(*Continued from Page 3*)

The cost to the magazine industry would be staggering. *Life* alone would be required to pay more than $9,000,000 a year in additional postage. In some cases, mail costs might rise as high as 2,000%.

■ Rep. Rhodes, a former member of the House post office committee who has been seeking to pare publisher "subsidies" for years, succeeded in getting his 1957 version adopted on the House floor, only to have it killed by the Senate.

Rep. Rhodes explained to the House today that his new bill is designed to meet the objections raised against his 1957 amendment. It was claimed that the economic impact on publishers would be too severe. The new version would take four years to become fully effective.

In the first year, magazines and newspapers using second class mail would be limited to a $5,000,000 "subsidy" over postal costs; in the second year the maximum would be $3,000,000, in the third year $1,000,000, and in the fourth year $500,000. In the fifth and succeeding years, the limit would be $100,000.

■ Rep. Rhodes told the House that "latest figures show that it cost the department some $9,400,000 more a year to deliver *Life* magazine than the publication paid in second class mail rates."

(Spokesmen for *Life* have strongly disputed this claim in the past. Several years ago *Life* made an elaborate study of the out-of-pocket cost to the Post Office of delivering each copy of *Life*, showing that even at former rates *Life* more than paid its way in the mails, on an out-of-pocket cost basis.)

Opponents of the 1957 Rhodes amendment also charged that the cost ascertainment system of the Post Office is not an accurate yardstick for measuring the cost of handling a publication. To meet this argument, Rep. Rhodes has made another change.

In the new version, amount of "subsidy" would be determined by data developed under the Postal Policy Act of 1958, which requires the Post Office to report to Congress every two years on the costs of handling various classes of mail.

■ One other major change in the Rhodes bill is to apply the higher second class rates on a per-publication basis, rather than to a publishing company as a whole. Rep. Rhodes said this change was designed to prevent discriminating against companies with several publications.

Rep. Rhodes compared his proposal to existing legislation placing a limit on soil bank payments and commodity credit farm price support loans. "Those publications which benefit most from postal subsidy handouts have been extremely critical of the cotton, wheat, and other farm programs. Therefore, they cannot honestly and consistently oppose this legislation," he said.

The Pennsylvania Democrat, who was a labor union official before coming to Congress a decade ago, predicted that publishers would pass their higher mail costs on to subscribers.

Alluding to Post Office opposition to his 1957 proposal, Rep. Rhodes said: "If the Post Office Department is genuinely concerned with reducing the tremendous postal deficit, estimated at close to $500,000,000 for fiscal 1960, it will support this bill."

■ Rep. Rhodes made it plain that he opposes 5¢ letters, as proposed by the Post Office. He referred to the request for another 1¢ rise in first class rates as "an obvious attempt to hide the huge deficits resulting from subsidizing profit-making newspapers and magazines.

"Postal subsidies for magazines and newspapers were first established some 80 years ago," he said. "The purpose was to disseminate news and information among our people during a period when travel was difficult, communication slow, and the geographical differences great. The public interest has benefited over the years from these subsidies, and, as a result, the publishing business

GOING FLAT IN TIRE HILL (PA.)?

If all the air's gone out of your sales campaign in Tire Hill, or any of the towns in the four-county Johnstown, Pa., market, the Tribune-Democrat will inflate sales for you. For more than 105 years, advertisers have enjoyed great results by using the Tribune-Democrat.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.

Listen to them! Executives you where to

COMING SOON! New research about the reading preferences of executives identified with companies worth $1,000,000 or more! Prepared by Erdos & Morgan, prominent independent marketing specialists, utilizing the new Dun & Bradstreet "*Million Dollar Directory*." For an early copy of this report, write or phone the Advertising Department of your nearest Wall Street Journal office.

has flourished.

"Today, there are other mass media of news and information such as radio, television, and motion pictures. Modern transportation, greater educational opportunities, and cultural advances have also helped to bring the nation closer together. I do not say that these publications no longer have cultural, educational, and news value to the American public. All I am saying is that there should be a limitation placed on the amount of subsidy they receive from the taxpayers as a whole." #

Raines Sets Consultant Shop

Irving I. Raines has resigned as director of postal rates division of the Post Office Department to open his own consulting business in Washington, to be known as I. I. Raines & Co. Dr. Raines received the department's meritorious service award, presented by Postmaster General Arthur K. Summerfield, for his help in bringing about the first general revision in postal rates in over 25 years.

Brown Named WPRO Manager

Ames Brown Jr., formerly assistant to the vp of Capital Cities Television Corp., has been named station manager of WPRO, Providence, replacing Arnold Schoen Jr., who is now exec vp of Cherry & Webb Broadcasting Co., supervising WBDO and WBDO-TV, Atlanta.

Steelman Plans Fall Promotion

Steelman Phonograph & Radio Corp., Mount Vernon, N. Y., will feature wide-angle stereo in its fall advertising campaign. Ads will appear in *Ebony, Esquire, House Beautiful, Look, New York Times Magazine, Playboy, Sports Illustrated* and *Sunset Magazine.*

Wilhide Joins Stanley

Mrs. Gladys S. Wilhide has joined Stanley Advertising, Wilmington, Del., as copy director. Mrs. Wilhide previously was with Sydnie Nathan Associates, Wilmington.

Mort Kramer to Schick

Mort Kramer has joined Schick Inc., New York, as general merchandise manager. He was formerly with Benton & Bowles working on Schick merchandising.

LOW CALORIE—*Louis Milani Foods Inc. is using color page ads like this in magazines and newspapers to promote its new eight-item line of low calorie dressings and sauces. Donahue & Coe, Los Angeles, is the agency.*

Madison Avenue meets the art galleries head-on in a new book . . .

ad-liberties!

"Love is said in so many different ways"

AD-LIBERTIES—matches up famous advertising slogans and famous paintings with hilarious results! Over 50 reproductions and captions.

AD-LIBERTIES—has been published for those who have a job in advertising . . . those who have an interest in the communications industry . . . those who have a sense of humor . . . those who have a dollar bill.

AD-LIBERTIES—is just the thing to placate your host if you're a week-end free-loader . . . ideal for that account man about to undergo abdominal surgery . . . and other occasions which require a cheap gift.

AD-LIBERTIES—comes replete with an honest-to-goodness GIMMICK. A handy loop of cord attached to each book permits you to hang it in the family reading room. Share the fun with your relatives, friends, servants, tradesmen, etc. etc.

ONLY **$1.00**

. . . less than 2¢ a laugh!

The Publishers of AD-LIBERTIES! will refund your dollar if you do not laugh aloud on first inspection!

Get your copy at the nearest bookstore, newsstand or stationer's . . . or write direct.

WIGGLESWORTH PRESS, *Dept. A*
10 West 33 St., New York 1, N. Y.

RUSH! ___copies of AD-LIBERTIES at $1.00 each from the limited supply in your bulging warehouses. Send ___gift envelopes so I can shake up a few intimate friends. I enclose $___.

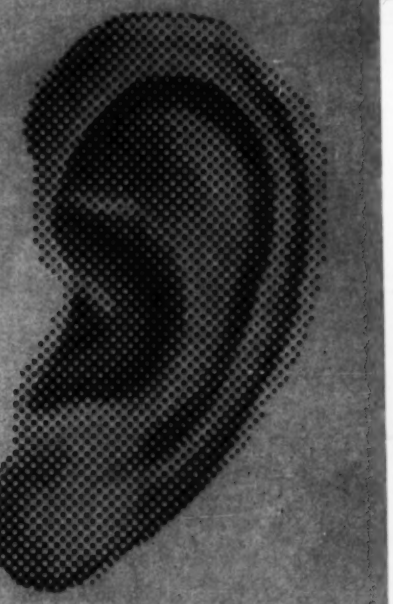
NAME _____

ADDRESS _____

CITY _____ **ZONE** _____ **STATE** _____

Wigglesworth Press . . . foundered in 1959

everywhere are telling advertise to them most effectively.....



THE WALL STREET JOURNAL.

What's News—

All over the U.S.A. . . . and every time Executives say: "THIS ONE IS THE MOST USEFUL ONE," when comparing all Newspapers and Magazines.

Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

© Dow Jones & Company, Inc. 1959

THE "BIG THREE" TIMES SERVICE WEEKLIES

PERVADE PERSUADE AND SELL

THE

$10,523,000,000 MILITARY CONSUMER MARKET

ARMY TIMES
NAVY TIMES
AIR FORCE TIMES
(Members A.B.C.)
THE MILITARY MARKET
THE AMERICAN WEEKEND
ARMY-NAVY AIR FORCE REGISTER

Army Times, Navy Times and Air Force Times command the market-wide, near-saturation readership that is fundamental to volume merchandising. Only the world-spanning TIMES Service Weeklies can establish and build acceptance and demand for your brand throughout the gigantic, global $10,523,000,000 military consumer market—with mass coverage economy and mass coverage impact.

WRITE TODAY FOR COPIES, RATES AND MARKET INFORMATION

ARMY TIMES PUBLISHING CO.
2020 M Street, N.W. • Washington 6, D.C.
U.S. OFFICES
FOREIGN OFFICES

York to MacFarland, Aveyard

J. Robert York, for the past nine years an account executive with Erwin Wasey, Ruthrauff & Ryan and onetime Chicago manager of the Bureau of Advertising, American Newspaper Publishers Assn., has joined MacFarland, Aveyard & Co. as an account executive. MacFarland also has named Richard J. Dixon, formerly frozen foods division product ad manager of Libby, McNeill & Libby, an account executive.

Carling Backs Silvers Specs

Carling Brewing Co., Cleveland, will sponsor four hour specials starring Phil Silvers on CBS-TV during the 1959-60 season. First of the comedy-variety programs will be presented Oct. 17 at 9 p.m., EDT. The agencies handling the drive for Carling are Benton & Bowles and Lang, Fisher & Stashower. The first Silvers spec will be scripted by Nat Hiken, creator of Silvers' "Sergeant Bilko" series.

HANDS ACROSS THE SEA—*This full-page ad, addressed to American car makers and the public by Rootes Motors, British car maker, appeared in newspapers in New York, Detroit and Los Angeles. It comments on American car makers' launching of small cars to compete with the increasingly popular imports.*

Industrial Dallas Sets Ad Drive in Business Papers

DALLAS, July 28—Five selling points designed to attract national business to "Big D" will be promoted in business publications beginning this fall in a three-year $600,000 ad campaign by Industrial Dallas.

Industrial Dallas is a non-profit corporation backed by Dallas business interests; it hopes to earn for the Texas city more company home offices, more diversified industry and more jobs. The promotion will be the second of this type in Dallas' history. The first, held from 1928-1931, is credited with bringing about expansion in the area.

■ Crooke Advertising Agency is handling the campaign.

The five selling points in the Dallas drive are: (1) City government, run by business men, is friendly to business; (2) Dallas provides a wealth of cultural activities; (3) Dallas has a friendly labor force; (4) Dallas has a new look, with new buildings and expansion, and (5) Dallas has ample water (which many cities cannot boast).

MODEST PHILADELPHIANS TOLD: 'PROMOTE CITY'

PHILADELPHIA, July 28—Are Philadelphians too modest?

The Philadelphia broadcast industry and chamber of commerce, apparently convinced that Philadelphians need to have more voluble pride in their city, have launched a concerted year-long "Sell Philadelphia to Philadelphians" drive to make every inhabitant an active salesman for the City of Brotherly Love.

Each of the 12 radio stations here began broadcasting 10-, 20- and 60-second announcements July 20 aimed at inspiring Philadelphians to promote their home town. Plans call for the campaign to be extended to tv in the fall.

Raymond W. Welpott, vp and general manager of WRCV and WRCV-TV, heads the broadcast committee. Gray & Rogers is acting as volunteer agency and counsel. #

United Artists Names Lewis VP

Robert H. Lewis, national director of advertising, publicity and exploitation of United Artists Corp., New York, has been named vp of the company. He will be succeeded as national ad director by Fred Goldberg, formerly executive assistant to Mr. Lewis.

covers *the entire State of* **Nebraska*** *daily, better than any Detroit paper covers metropolitan Detroit.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

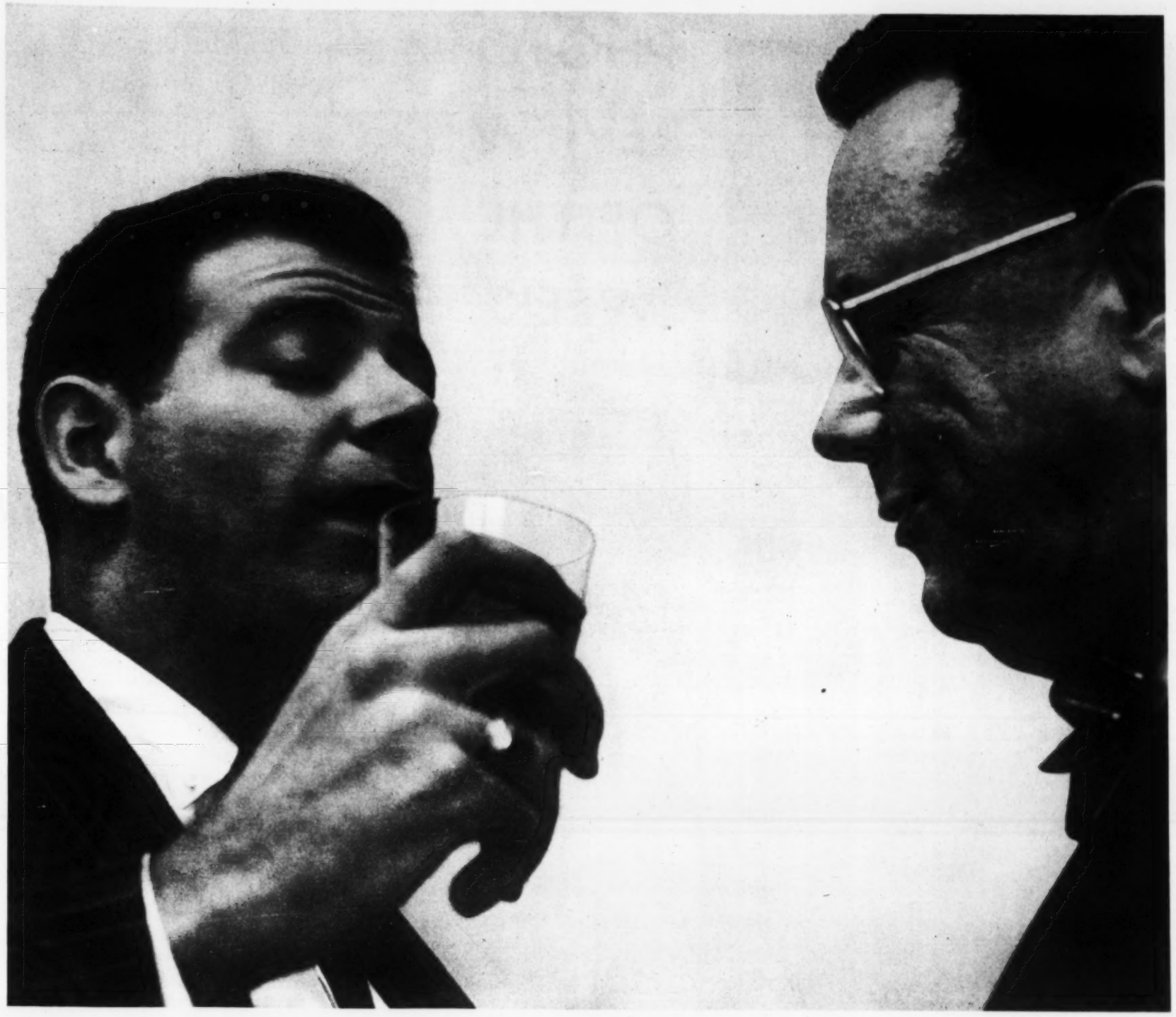
O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.



HE SLEPT WITH HIS HEAD BETWEEN BOOK ENDS

At least that was the rumor.

A self-admitted intellectual, he didn't like football, baseball, kids, dogs or television and when he said "Advertising" he made it sound like a four-letter word.

"You trick the public," he said, "by playing on their emotions. Why don't you be honest and let the facts speak for themselves."

"But feelings *are* facts," we cried, "human facts Pride, confidence, pleasure . . . they're as real as concrete and steel."

He smiled as if he were listening to an idiot child.

"Why did you buy the suit you're wearing?" we asked. "Did you study the threads? Did you analyze the padding? Or did you buy it because you thought it made you look better?

"If life was reduced to cold logic we'd all wear uniforms, dine on pills, live in cell blocks and drive in the same basic cars like an army of undistinguished beetles."

The beetle bit got him. He tried to interrupt, but we kept right on.

"When you concentrate on physical reality alone, it's like looking at a pretty girl through one of those glasses that magnifies the pores. Divorce emotion from reason and you're only half living and any ad that does the same is half alive too."

Maybe it was cocktail talk, but it stemmed from a philosophy we believe in at McCann-Erickson called *The Personal Approach*. In fact, we believe in it so deeply we've invested more than two million dollars in the study of better ways to communicate with people.

P.S. Our friend lost his temper, which goes to show that even an intellectual has feelings.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

PHOTO REVIEW OF THE WEEK

DEPARTURE—*Bruce Barton, Batten, Barton, Durstine & Osborn, receives a memento of his 15 years' service on the board of the National Outdoor Advertising Bureau from John M. Paver (right), president and general manager. Presentation took the form of a bound volume of NOAB's resolution accepting Mr. Barton's resignation with regret and citing his "significant and valuable contribution" to the group.*

Kenyon Sheridan McGannon Morris

INTRODUCTORY GATHERING—*Present for an informal get-together of tv network program officials and representatives of film producers in Hollywood to meet Frank Morris, new West Coast assistant director of tv code affairs for National Assn. of Broadcasters, were Curtis Kenyon, president, Writers Guild of America, West; Jay Sheridan, Ziv TV; Donald H. McGannon, chairman, Westinghouse Broadcasting Co., and chairman, TV Code Review Board, NAB.*

Silet Taylor Smiley Boulton Loarie Bonk Bentley

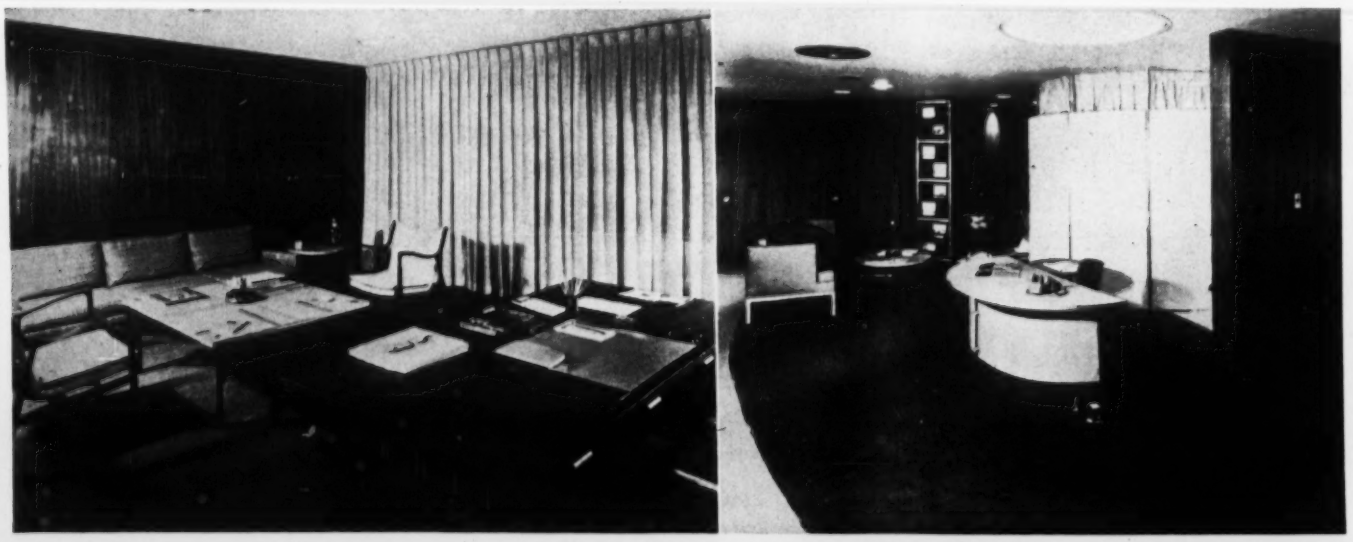
EXHIBIT—*Nine art directors and one account representative from the Chicago office of J. Walter Thompson Co. are exhibiting artwork they created as members of a class under Claude Bentley in the agency's art department. Shown here are six of the nine: Bill Silet, Bob Taylor, Hal Smiley, Fred Boulton, Bill Loarie (the lone non-art director) and Bob Bonk with their instructor, Mr. Bentley.*

Burgeson Dykes Carroll Powderly Falasca

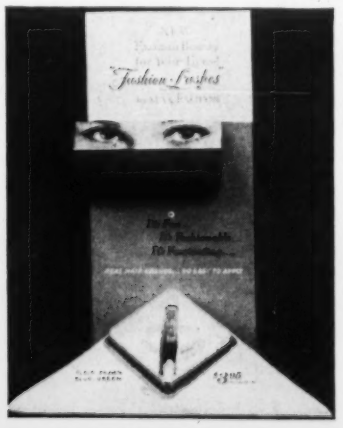
MAN OF THE YEAR—*Carroll M. Carroll, classified advertising manager of the New York Times, received the Felix S. Towle Jr. Memorial Award as classified advertising manager of the year. Presenting the award to him were Edward H. Burgeson, Bureau of Advertising; Raymond I. Dykes, Westchester County Publishers; Anthony T. Powderly, the Times-Union, Rochester, N. Y., and Edward A. Falasca, BofA.*

NEW HOME—*Gray & Kilgore, Detroit, has moved its headquarters to this building at 18845 W. McNichols Rd. The marble and brick structure is constructed so that later a second story may be added.*

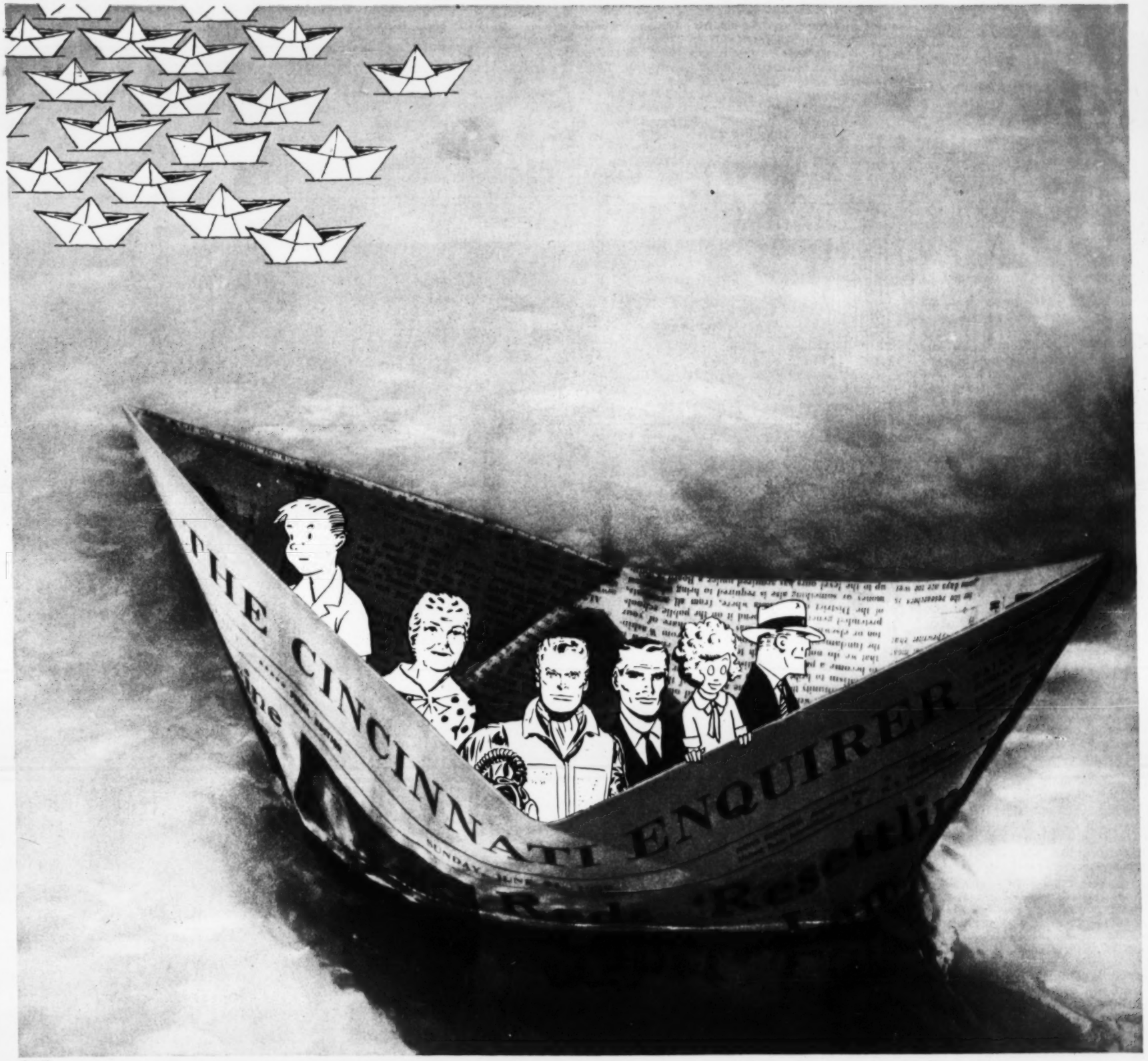
GOLDEN GATE—*The San Francisco skyline with a view of the Bay Bridge from California St. is featured on a new Santa Fe cigar bulletin. The unit is one of seven in Santa Fe's outdoor program in California, tailored for local market display. Maxon Inc., Detroit, is the agency.*



NEW OAI OFFICES—*Outdoor Advertising Inc., which recently moved to new quarters at 360 Lexington Ave., New York, designed by Michael Saphier Associates, features modern decor in its reception room (on left). Each executive office (right) is paneled in a different wood: walnut, cherry and oak. The new office is 14,020 sq. ft, 20% less than OAI's former office, but accommodates 20% more people.*



MIRRORED MERCHANDISERS—*Max Factor is introducing its new artificial eyelashes with this counter merchandiser. The package is designed to be carried in a handbag. The lashes come in black, brown, blue and green.*



© 1959

THE CINCINNATI ENQUIRER JOINS METRO SUNDAY COMICS

"THE BIGGEST THING IN PRINT" GETS BIGGER! With the recent addition of "Solid Cincinnati," Metro Sunday Comics increases its lead in delivering more major market coverage than any other group in print. The Cincinnati Enquirer adds over two hundred thousand new homes in the nation's nineteenth largest market to the Metro Comics Network—bringing Metro's total well over 19,000,000 families! The All-Star Comics Cast now at work 52 weeks a year in Cincinnati to ring up solid sales for your products includes: Dick Tracy, Blondie, Steve Canyon, Mary Worth, Judge Parker, Orphan Annie.

Solid Cincinnati Reads The Cincinnati Enquirer.

METRO COMICS

Over 19,000,000 Circulation

The most economical way to reach and sell the entire family

METROPOLITAN SUNDAY NEWSPAPERS, INC.

260 Madison Avenue New York 16, N.Y. MUrray Hill 9-8200

CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

New Alaska Tourism Group Will Promote Longer Season

SEATTLE, July 29—A new tourist promotion for Alaska has been organized, with the object of increasing travel to the 49th state and of lengthening the tourist season beyond the conventional summer months.

The vehicle for the new effort is the Alaska Travel Promotion Assn., which took form here at a meeting of nine key men in the Alaska transportation and tourist industry. Formal organization with election of officers is scheduled at Fairbanks, Sept. 2 and 3, just prior to the meeting at Fairbanks of the Pacific Northwest Trade Assn. Frank Whaley, Wien Alaska Airlines, Fairbanks, is temporary chairman.

The association will be financed by contributions from those directly concerned with the tourist business and will work primarily with travel agents throughout the U.S., Charles West, head of Westours Inc., Seattle, wholesaler of Alaska tours, and a leader in the new organization, told ADVERTISING AGE.

To some extent the new organization will replace the promotion effort of the old Alaska Visitors Assn., which operated with territorial and private funds before Alaska became a state, but now has ceased to function. The new state has appropriated $50,000 for tourist work but no program has yet been set up and these funds must also provide for staff.

■ Two types of membership will be offered in Alaska Travel Promotion Assn., Mr. West said. Active members will be those directly concerned with the tourist business, including transportation companies and operators of resorts, lodges, hotels, sightseeing services, travel agencies and tour operators.

Associate members will include any firms or individuals interested in growth of the tourist business, such as banks, newspapers, restaurants, souvenir shops, oil companies, etc.

The new organization will have no salaried personnel and will not attempt to reach consumers directly nor to have any facilities for seeking or answering inquiries. Instead, Mr. West made plain, it will operate as a joint sales arm for those working on Alaskan travel and will seek to bring inquiries to these individual companies. A key part of the promotion will be a sales manual which will go to travel agents throughout the country, Mr. West said, and "will advertise the services of individual members." Business publications in the travel field will also be used.

■ The tourist season now is largely confined to July and August. The association will seek to extend the season to at least six months, from April 1 to Sept. 30, and will encourage construction of additional housing facilities badly needed now to accommodate visitors. Special rates will be provided during what will be called the "thrift season" in late spring and in September, offering price incentives for travelers in the off-season.

The nucleus in Alaska travel industry which formed the new association include Edward Stafford, Pan American World Airways; Howard Clifford, Pacific Northern Airlines; Leroy Petersen, Alaska Airlines; George Hatch, Northwest Orient Airlines; Frank Downey, White Pass & Yukon Co.; Everett Patton, Alaskan Hyway Tours; James Binkley, Alaska Riverways; S. Bradford Phillips, Phillips Travel, and Mr. West.

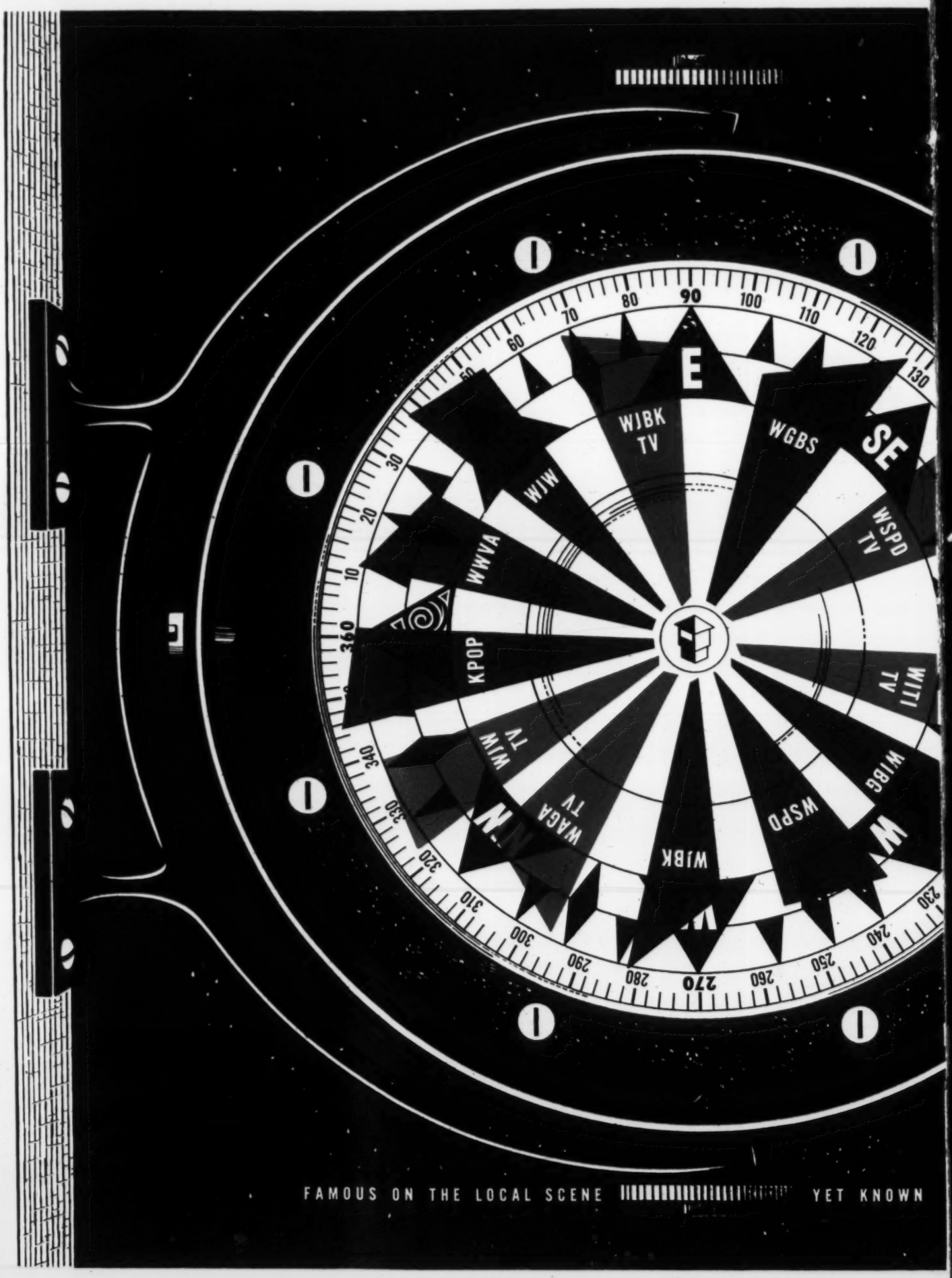
No agency has been appointed. #

New Ad Manager, Guarantee, Rate for 'Investor's Future'

Alan D. Newborn, formerly with Gilman, Nicoll & Ruthman, has joined *Investor's Future*, New York, as advertising manager, a post formerly held by Thomas Barrett, business manager. At the same time, the magazine announced an increase in circulation guarantee, from 30,000 to 50,000, and a boost in ad rates, from $490 to $690 per b&w page.

Lee Is VW's First Ad Manager

Paul Lee, formerly with Campbell-Ewald Co., has been appointed the first advertising manager of Volkswagen of America Inc., Englewood Cliffs, N. J., U. S. subsidiary of the German auto manufacturer.



Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Helene Curtis Summer Push Stresses Stopette Roll-on

Helene Curtis Industries, Chicago, is stressing its new Stopette Roll-On deodorant and anti-perspirant in a heavy summer advertising promotion. Ads are scheduled in *This Week Magazine*, *The American Weekly*, the First Three Markets Group, plus spot radio in five markets. Edward H. Weiss & Co., Chicago, is the agency.

Court Says P&G's Research Quiz Was Not a Lottery

EDMONTON, ALTA., July 28—Magistrate Walter Dupre found Procter & Gamble of Canada Ltd. not guilty of charges of conducting and advertising a lottery.

The charges involved a plan under which Procter & Gamble was alleged to have promised that a percentage of its products would contain a slip which purchasers could fill out with an opinion and receive payment of $5.

■ Magistrate Dupre said in passing judgment that the "forms sent in the packages were a sincere effort to get the opinion of housewives on the type of soap desired."

He said "no draw was involved and the person returning the form got the $5 automatically. The award was not unduly high and did not vary."

The charges were laid by Edmonton city police on the request of the Alberta attorney-general's department. #

FCC Okays WISK Sale to C-C

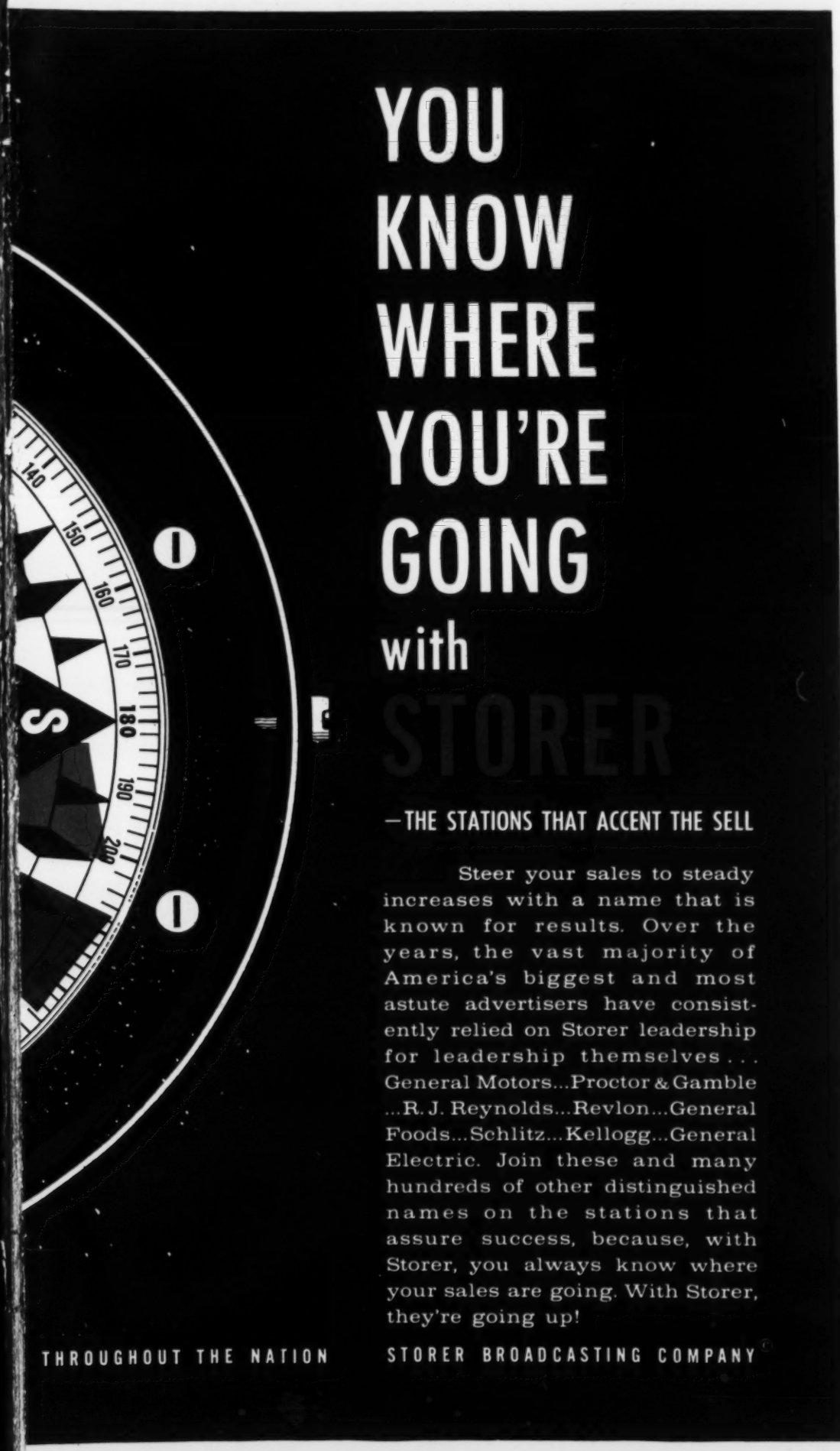
The Federal Communications Commission has approved the sale of WISK, Minneapolis radio station, to Crowell-Collier Publishing Co. Crowell-Collier paid $750,000 for the station and plans to take over operation within the next two months.

'Holiday' Transfers Two

George Anderson has been transferred to the sales staff of the Atlanta office of *Holiday*. He was formerly in the Philadelphia office. Richard Calkins, formerly with *Holiday's* merchandising department, has been appointed sales representative for the Philadelphia territory.

Richard Nason Joins CKLW

Richard E. Nason has been appointed general sales manager of CKLW, Detroit radio station. Mr. Nason, former general manager of WGBI, Scranton-Wilkes Barre, Pa., replaces E. W. Wardell, who is on leave of absence.


YOU KNOW WHERE YOU'RE GOING
with STORER
—THE STATIONS THAT ACCENT THE SELL
Steer your sales to steady increases with a name that is known for results. Over the years, the vast majority of America's biggest and most astute advertisers have consistently relied on Storer leadership for leadership themselves . . . General Motors...Proctor & Gamble ...R. J. Reynolds...Revlon...General Foods...Schlitz...Kellogg...General Electric. Join these and many hundreds of other distinguished names on the stations that assure success, because, with Storer, you always know where your sales are going. With Storer, they're going up!
THROUGHOUT THE NATION
STORER BROADCASTING COMPANY

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV
Ch. 2—CBS
Your "Must" Station to Cover Detroit

CLEVELAND
WJW-TV
Top News—Top Movies
CBS Programming

TOLEDO
WSPD-TV
1st in Toledo
Covers 2,000,000

ATLANTA
WAGA-TV
More Top Movies
More News—More Coverage

MILWAUKEE
WITI-TV
CBS Programming
Top Movies

RADIO

PHILADELPHIA
WIBG
50,000 watts—First, by far in Philadelphia

DETROIT
WJBK
WJBK Radio is Detroit

CLEVELAND
WJW
Wonderful, just wonderful!
Tops in network—Tops in local

WHEELING
WWVA
Only full-time CBS Network Station in Pittsburgh-Wheeling area

TOLEDO
WSPD
It only takes one to reach ALL Toledo

MIAMI
WGBS
50,000 Watts—CBS
ALL South Florida

LOS ANGELES
KPOP
Covers the 2nd largest market

NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22
PLaza 1-3940
230 N. Michigan Ave., Chicago
FRanklin 2-6498

ACB REPORTS LET YOU

Look before you leap into unfamiliar markets

Considering entering a new market with a consumer item? Then you need an ACB Report planned to your needs and specifications.

If the market you might enter sells through retail stores, you can get a clear picture of the competitive sales problems encountered—or opportunities that may exist in the new venture—with ACB Newspaper Research Reports.

These reports are compiled from current advertising appearing in daily newspapers. They tell you who the competition is . . . indicate relative strength of each competitor in dealerships . . . inform you of competitive prices . . . deals and inducements, if any, being offered to the consumer . . . etc. In many respects, these ACB Reports are like a confidential conference with an able and experienced sales manager who has worked for years in the market you are considering entering.

Business executives in many fields are guided by these ACB Research Services.

Send for free brochure, "Invading an Unfamiliar Market." It lists in chart form all the different kinds of information you may receive from the report.

For a description of ACB's 14 Newspaper Research Report Services that help you do a better marketing and advertising job for present products, ask for ACB's free 48-page catalog.

ACB tests every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. So. • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB
The ADVERTISING CHECKING BUREAU INC.

Teed off about tests? . . . try **Portland, Maine**

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

source: Sales Management

PORTLAND MAINE NEWSPAPERS — PRESS HERALD, EVENING EXPRESS, SUNDAY TELEGRAM

94% coverage of ABC retail zone — 100% coverage of city zone

represented by Julius Mathews Special Agency

Dobbs Advertising Results From Merger of Two Shops

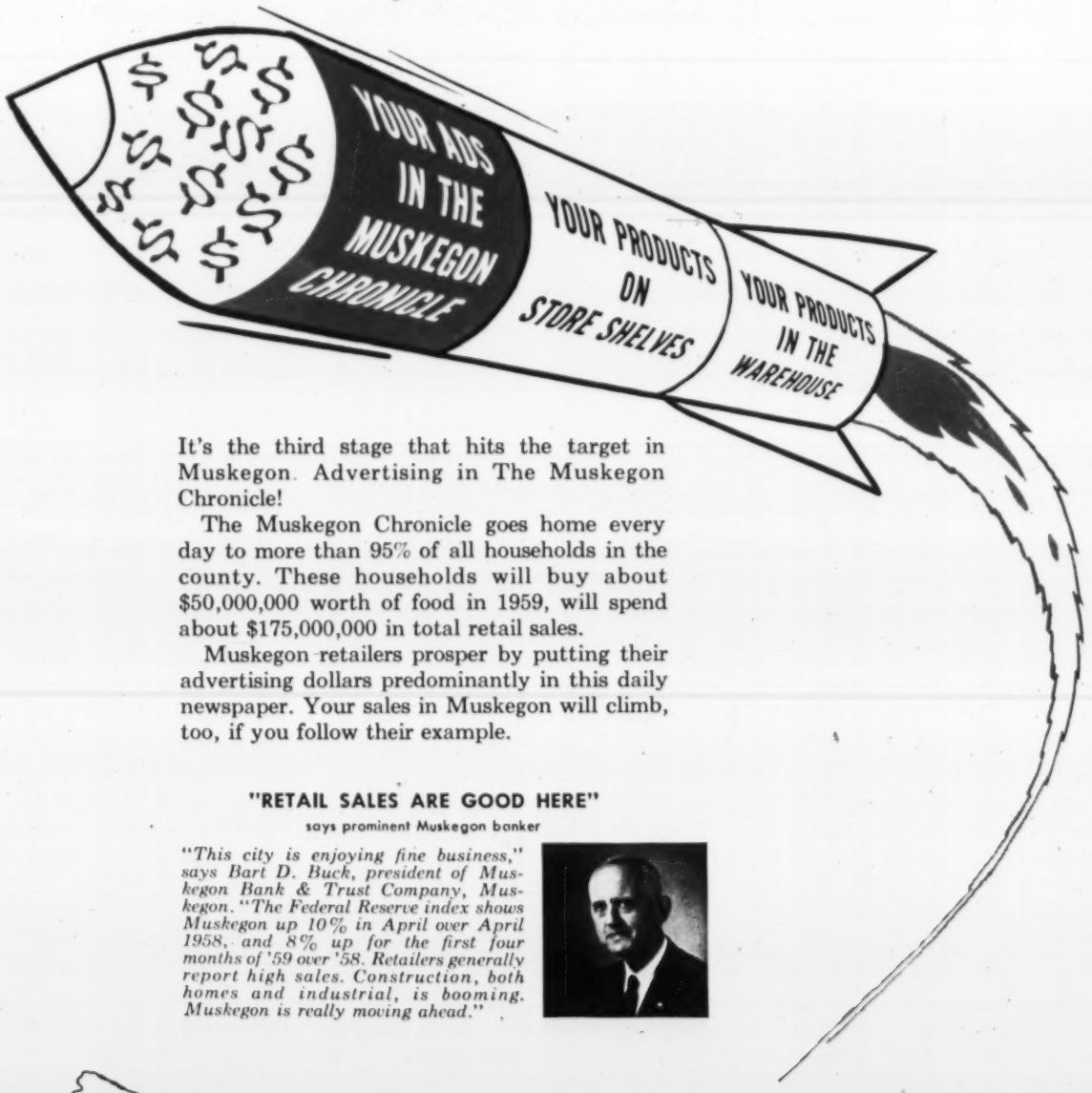
Dobbs Co. and Petrick, Amandolare & Doynow—two New York agencies—have merged. They will operate as Dobbs Advertising Co., with offices at 107 W. 43rd St., site of the old Dobbs office. The new company will have twice as much space in the building. It expects to employ about 30 people.

Leonard E. Janklow, proprietor of the old Dobbs agency, will be president of the new corporation. Dobbs has been in business 11 years; Petrick, Amandolare two and one-half years. Other officers of Dobbs Advertising are Herbert Doynow, vp; Jean Petrick, secretary, and James R. Fisher Sr., treasurer. Mr. Fisher was with the old Dobbs company. Louis J. Amandolare, president and art director of Petrick, Amandolare & Doynow, has left the agency business to work for Montgomery Ward as an art director.

JOHN R. O'CONNOR, *formerly eastern regional sales manager of This Week Magazine, has been named vp and advertising sales manager (AA, July 27). This Week also has promoted Mac G. Morris to eastern regional ad sales manager and J. Robert Welch to New York ad sales manager.*

Bill Shurtliff

It's the third stage that scores in Muskegon



It's the third stage that hits the target in Muskegon. Advertising in The Muskegon Chronicle!

The Muskegon Chronicle goes home every day to more than 95% of all households in the county. These households will buy about $50,000,000 worth of food in 1959, will spend about $175,000,000 in total retail sales.

Muskegon retailers prosper by putting their advertising dollars predominantly in this daily newspaper. Your sales in Muskegon will climb, too, if you follow their example.

"RETAIL SALES ARE GOOD HERE"

says prominent Muskegon banker

"This city is enjoying fine business," says Bart D. Buck, president of Muskegon Bank & Trust Company, Muskegon. "The Federal Reserve index shows Muskegon up 10% in April over April 1958, and 8% up for the first four months of '59 over '58. Retailers generally report high sales. Construction, both homes and industrial, is booming. Muskegon is really moving ahead."

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

'P-D' Roster Shows Number of Chicago Agencies Hits 262

CHICAGO, July 28—The *St. Louis Post-Dispatch's* 1959 directory of Chicago's advertising agencies lists 20 agencies added and 17 dropped, for a net gain of three. Last year's total was 259; this year there are 262.

Among the agencies added were Chicago offices for Doyle Dane Bernbach Inc., New York, and Guild, Bascom & Bonfigli, San Francisco. Drop-outs included J. M. Mathes Inc., which opened an office last year but closed it early in 1959. A change attributable to reorganization was that of Calkins & Holden, which merged with Fletcher D. Richards Inc. to form Fletcher Richards, Calkins & Holden. Similar name changes included Adams & Keyes, replacing St. Georges & Keyes (Burke Dowling Adams Inc., which merged with St. Georges & Keyes, previously had not had a Chicago office); and Wentzel, Wainwright, Poister & Poore, which became Wentzel & Fluge.

■ The number of publishers' representatives decreased from 351 to 347.

Station representatives increased from 56 to 59. Simmons Associates Inc. is no longer represented in Chicago, and Stars National is now carried under the Bernard Howard & Co. aegis.

Transcription producers increased from 10 to 11.

Summary of figures represented in the *Post-Dispatch's* listings for the past six years follows:

	Agencies	Publication reps	Station reps
1954	272	332	47
1955	268	331	51
1956	261	340	52
1957	261	340	56
1958	259	351	56
1959	262	347	59

Bryant Joins 'Field & Stream'

Henry Holt & Co., New York, has appointed Roger Bryant to the Cleveland sales staff of *Field & Stream* and *Popular Gardening*. Mr. Bryant was formerly an advertising salesman for the *Cleveland Plain Dealer*.

Weil Joins WABQ as VP

Eugene P. Weil has joined Tuschman Broadcasting Corp., operator of WABQ, Cleveland radio station, as vp and general manager. Mr. Weil was formerly vp and general manager of WLOK, Memphis radio station.

Sam Levene Joins SCI

Sam Levene, who formerly headed his own package design company, has joined Sales Communication Inc., New York, as director of package design.

Ford, through J. Walter Thompson, is buying
ASPIRATION raised to the 19,312,000th* power in

THE American Weekly

second only to Church . . . on Sunday

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1959 Consumer Magazine Report

More readers.....

THE TRIBUNE GETS 'EM

. . . . more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

#1 in a series of informative ads presenting the main findings of an important new survey.

When it comes to the rearing of children and homemaking... in which one of these magazines do you, yourself, have the greatest confidence in the products and services advertised?

PARENTS' MAGAZINE 77%

All other magazines 23%

How
PARENTS' MAGAZINE
is evaluated and used by its subscriber-families

A Qualitative Study

conducted in consultation with
THE ADVERTISING RESEARCH FOUNDATION, INC.
by
W. R. SIMMONS & ASSOCIATES RESEARCH, INC.

Free copy sent on request.

Proof of the unique
CONFIDENCE
subscribers have in
PARENTS' MAGAZINE!

77% of subscribers have more confidence in the advertising they see in Parents' Magazine, than in advertising they see in all of the other magazines they read.

This is a fact, revealed by the new national interview study made by W. R. Simmons Associates Research, Inc., in consultation with The Advertising Research Foundation.

It is this confidence which moves merchandise fastest and in largest quantities through the pages of PARENTS' MAGAZINE... reaching exclusively biggest-buying families with children.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

UPS SALES!

PARENTS' MAGAZINE CIRCULATION GUARANTEE **1,825,000**

MONTHLY READERSHIP **3,200,000**

CHILDREN IN PARENTS' MAGAZINE FAMILIES **4,200,000**

2 of 10 reasons why
MAGAZINES ARE THE BEST AD MEDIA!

(1) **REPETITIVE READING:** Every issue of a magazine is picked up many times to be read through and so each advertisement has many chances of being read and re-observed.

(2) **MOST MERCHANDISABLE:** Magazine's advertisements can most effectively and economically be reprinted or pre-printed and sent out to dealers and used for display purposes.

PUBLISHED IN THE INTEREST OF ALL MAGAZINE ADVERTISING

(Ask Parents' Magazine for a folder on all 10 reasons!)

Effective January, 1960

Contest Prize Most Wanted by Consumer Is House, Scholarship

NEW YORK, July 28—Houses are the most desired contest prizes among adults, and scholarships are the most preferred among teen agers, according to a national survey of consumers by Bruce, Richards Corp., New York contest management and judging organization.

The company found that 28.5% of all women respondents said a house would appeal to them most. Another 25.7% said "miscellaneous merchandise" would appeal most, while 14.3% preferred stocks and bonds.

Among men, houses were preferred by 29.4%. Scholarships and regular income were next, with 17.6% each, followed by stocks and bonds and "tax-paid prizes," with 11.8% each.

■ Female teen agers responded 40% for scholarships, 20% for a house and 10% each for stocks and bonds, tv or radio receivers, miscellaneous merchandise and an appearance on a tv show.

Among male teen agers, scholarships were favored by 38%, followed by a house, by 14.3%. Animals and miscellaneous merchandise ranked equally, with 9.5%.

When asked where they would like to go if they won a trip as a prize, respondents indicated Hawaii as the outstanding choice. It was preferred by 25.4% of the men, 23.7% of the women, 28% of teen age females and 33.9% of teen age males.

■ More contest entrants are attracted by magazine ads than by ads in any other medium, the survey indicates. Among women respondents, 41.7% said they were attracted to their last contest by magazines. This figure was 36.2% for men, 25.2% for teen girls and 32.5% for male teens.

Newspapers were the second most effective medium among adults, while tv and store displays were second most effective among teens. #

Norge Names McDavitt National Sales Promotion Head

The Norge division of Borg-Warner Corp., Chicago, has appointed Harry G. McDavitt national sales promotion manager, succeeding Ed Leary, who has resigned.

Harry G. McDavitt

Mr. McDavitt, formerly Norge wringer washer sales manager, will be responsible for promotion merchandising activity rated at nearly $10,000,000 annually, Norge said.

Home Safety Campaign Set

The annual Emergencies Don't Wait Week home safety campaign, sponsored by Johnson & Johnson, New Brunswick, N. J., in cooperation with the American drug industry, will be held nationwide Oct. 9-17. This year's safety program has been expanded to include schools, and "home hazard checklists" will be distributed nationally to school children.

Park & Tilford Boosts Freeman

Clyde Freeman, with the Schenley organization for more than 20 years, has been appointed national merchandising and sales promotion manager of Park & Tilford Distillers Co., New York, a Schenley Industries subsidiary. He will supervise merchandising and sales promotion activities throughout the country for all P&T brands.

An Inquiry Into the Fuss and Feathers Over the Matter of "More Cups to the Pound"

The din, dear reader, over current conflicting claims of "more cups to the pound" has reached a point where we of Manning's Coffee Company feel an inquiry is mandatory. The question is: More cups of *what*?

¶ Coffee, allegedly. Still, many a partisan of our own Manning's Coffee (the forthright Western blend) thinks the china industry has taken to selling its wares by weight. "Give me a pound of cups, please, the Limoges — or do I get more in the Wedgwood?" That sort of thing.

Carts & Cups

¶ And no wonder! You'll see elephants roosting in trees, as they say, before Manning's drinkers believe in any other measure of coffee but the *pleasure* of coffee. That's *why* they drink Manning's.

¶ True sons and daughters, they, of the pioneer West! In those days, watering the coffee was looked upon with scorn, and scorned was she who indulged in such deceit. Why, they'd sooner put the cart before the horse than the cups before the contents!

¶ Ah, dear reader, are we to let that hearty heritage go hang? Egged on, alas, by those who should know better, are we to stand aside and let the rewards of a *real* cup of coffee be obscured by a stack of statistics?

Golden Renaissance

¶ Never! And so, with no more ado, we propose a Golden Renaissance of the Glorious Age of Coffee in the West.

¶ Typically Manning's, if we do say so. For we've never been ones to lose sight of the basics. The genuine article, that's our Manning's Coffee every time, with a forthright flavor and honest aroma in the grand tradition of the West.

¶ Well, we'd as soon go right on, we're that worked up, but we've still to 1) invite you to make *pleasure* the measure of your next pound of coffee, which 2) will lead you straight to your grocer's for Manning's Coffee, because 3) anyone can stretch a pound of coffee . . . but not everyone's coffee comes through in the stretch.

¶ Golden Renaissance, roll on!

© 1959 MANNING'S COFFEE COMPANY

SHIBBOLETHS — *Manning's coffee twits some of the shibboleths in current coffee ads with a test drive running in the Portland Oregonian this summer. Knollin Advertising Agency, San Francisco, is the agency.*

Stores' Ad Cost as Percentage of Sales Unchanged in 1958

BOSTON, July 28—Advertising costs as a percentage of net sales remained stable last year among department and specialty stores surveyed by the Harvard Business School.

Among department stores, advertising represented 2.65% of net sales in 1958, the same proportion reported in 1957. The figures for departmentalized specialty stores were 3.4% in '58 and 3.45% in '57.

The analysis, "Operating Results of Department & Specialty Stores in 1958," is based on reports of 331 department store companies and 121 departmentalized specialty store companies, representing a total of 804 individual stores, with aggregate annual sales of approximately $5 billion.

■ Department stores in the survey reported dollar sales up 1.6% over 1957. Earnings after taxes averaged 2.75% of sales, down only slightly from the 2.8% in 1957. Instalment sales and other term account sales increased their proportion of total volume from 15% in 1957 to 16.5% last year.

"In the department store business, differences between 1957 and 1958 were microscopic in character," the report noted. "This type of retail distribution took the impact of the downturn in the latter half of 1957 and the first half of 1958, and by the second half of 1958 was again well on the upgrade."

Among specialty stores doing an annual sales volume of $1,000,000 or more, the total expense ratio was 37.6% of sales, 0.1% higher than the 1957 figure. Profits after taxes in this grouping were 1.4% of sales, the same as in 1957. #

Rowena Pearl Joins MRA

Rowena Pearl, formerly media director of Moss Associates and Lawrence Kane & Artley, has joined Motivation Research Associates, New York, as director of client relations.

Pan-Am Seeds Names Pettler

Pan-American Seeds, Paonia, Colo., has named the Alfred M. Pettler agency, Orinda, Cal., to handle its advertising. Advertising schedule includes trade and consumer media.

$6,000,000 Expansion Set for 'Daily News,' 'Sun-Times'

Field Enterprises, owner of the *Chicago Sun-Times* and the *Chicago Daily News*, has announced a two-year, $6,000,000 expansion program which will permit the company to print both its newspapers in the same pressroom in the new Sun-Times Bldg. The pressroom, which is expected to be ready for operation in the fall of 1961, will contain 96 units—66 black units, 20 four-color units and 10 folders—when completed.

Goss Co., subsidiary of Miehle-Goss-Dexter, has been awarded the contract for the new equipment which will include construction and installation of 22 Goss Headliner press units, 20 superimposed four-color units and other equipment and modification of 44 present units. Twelve high-speed units will be transferred from the *Daily News'* south side printing plant to the Sun-Times Bldg., beginning this fall.

DeMet Productions Plans Taped Baseball Series

DeMet Productions, Chicago, will present 26 hour-long tv-taped major league baseball games on a weekly nationwide television series next fall and winter. American and National league games will be shown on alternate weeks.

Lawler Joins Knox Reeves

Anne Mary Lawler has joined Knox Reeves Advertising, Minneapolis, as a copy supervisor. Mrs. Lawler was formerly with Campbell-Mithun, Minneapolis.

Is Editorial Opinion Favorable?

- Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

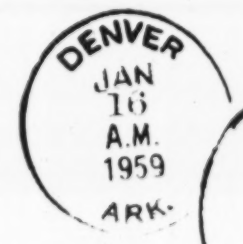
The postmarks are actual reproductions

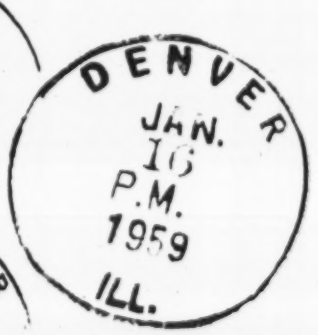
Grit reaches the "micropolitan" market to give you balanced national coverage

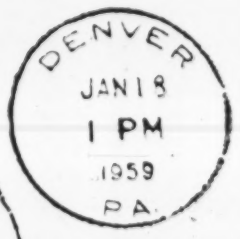
You can reach lots of people in *metropolitan* Denver with plenty of magazines. But what about the 10 *little* Denvers? In small towns like them, circulation of conventional mass media is relatively thin. Here's where Grit takes up the slack. With its circulation concentrated in 16,000 small towns, Grit helps overcome the metropolitan bias of other media. Grit is essential for balanced national coverage . . . and balanced national coverage is essential for total marketing success. Grit isn't expensive . . . but it can make your schedule a lot more expansive.

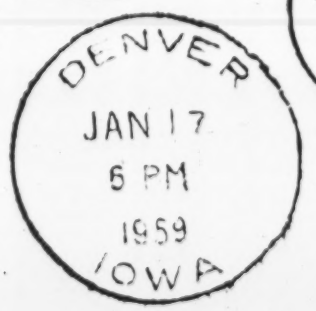
Grit Publishing Co., Williamsport, Pa.

Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit and Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco









MARKETING FACT FILE: TRAVEL

THE TRAVELER IS A WOMAN

NO ONE KNOWS IT BETTER THAN CHARM MAGAZINE... AND THE 103 DISTINGUISHED TRAVEL ADVERTISERS WHO HAVE MADE CHARM THE FASTEST GROWING WOMAN'S MAGAZINE IN THE TRAVEL INDUSTRY.

CHARM SETS WOMEN IN MOTION

PROOF: Over 200,000 CHARM readers checked CHARM's Travel Coupon for additional information in 1958.

THAT'S WHY CHARM GIVES A GREATER PERCENTAGE OF TOTAL EDITORIAL PAGES TO TRAVEL THAN ANY OTHER FASHION MAGAZINE.

CHARM

575 MADISON AVE., NEW YORK 22, N.Y.

Information for Advertisers

A media guide for advertisers using concert and theater programs on a national scale has been published by Sigmund Gottlober (AA, June 29), director, **National Theater & Concert Magazines,** 258 Fifth Ave., New York 1. Forty-nine cities and their market areas are listed, accounting for a total of 188 publications. To these are added entertainment guides issued in eight cities, 70 summer country theaters and eight "deluxe" souvenir programs published in New York but sold at performances throughout the country. Free copies may be obtained by writing to Mr. Gottlober.

• **Esquire** is offering a 20-page brochure incorporating the results of an Erdos & Morgan automotive subscriber survey. The study, conducted among 1,500 *Esquire* subscribers, contains data on auto ownership, car purchase interval, price categories, specific months of purchase, method of payment, etc. In addition, these results are related to television set ownership, foreign travel, age and income. The booklet is available from *Esquire's* advertising department, 488 Madison Ave., New York 22.

• The **Houston Chronicle** has issued a "Houston Shopping Center Report" in a three-ring bound volume. Each shopping center is pinpointed on a map of the district it serves. A facing page lists pertinent market data about the district and gives a description of the kinds of services offered by the district, parking availability, area size, etc. The volume is priced at $10. For information on obtaining the book, write Richard J. V. Johnson, promotion manager, *Houston Chronicle.*

• Market facts on seven categories of farm family purchases are available in seven illustrated 12-page booklets. Categories covered are automotive, building material, farm production goods, food, drugs, home furnishings and appliances, and gasoline and oil. Each booklet defines the agricultural market by income, assets, people and farming practices. This general information is followed by an analysis of market size in dollars on each of the seven categories.

In addition to market information, each booklet outlines how to reach the farm market while matching advertising expenditures to distribution. Anyone interested in the facts offered in one or more of the "Farmland U.S.A. . . ." booklets can get copies free by writing to **State & Local Farm Papers,** Room 1600, 28 E. Jackson Blvd Chicago.

• A complete analysis of the most recent market information and statistics of the footwear industry, a business which accounts for $4 billion a year in terms of consumer expenditures, is now available in the "1959 *Footwear News* Fact Book" just published by **Footwear News.** The 26-page fact book is the sixth edition published by the publication. It contains detailed breakdowns of manufacturers' production and sales data, manufacturers' shipments and advertising expenditures, sales and operating expenses of the wholesale trade by volume groups, consumer expenditures, retail sales by various types of outlets, imports and exports. Figures, with comparisons for previous years, are given for all types of men's, women's and children's footwear. Copies are available from the publication, at 7 E. 12th St., New York 3.

• **Olsen Publishing Co.,** 1445 N. Fifth St., Milwaukee 12, has prepared separate market information brochures for its three magazines: For *The Milk Dealer,* the brochure details data regarding the city plants which process milk, cream, skim milk, sour cream, flavored milk, cottage cheeses and other products. For *The Milk Products Journal,* data is given on production, new developments and purchasing trends. For *The Ice Cream Review,* the brochure provides figures showing, month by month, the developments for each of the ice cream and frozen products manufactured in the industry nationally. Copies are available by writing to the publications.

• Nine basic guides to effective

All television is good in Minneapolis-St. Paul. Four sharp stations fight for every viewer. Competition is keen and constant. But the difference between good and great shows up like this: Of the 50 station breaks with the most viewers on all Twin City television, WCCO Television has 50% more than all the three competing stations combined. Of the top 100 spots, WCCO Television again has more than all competition put together.*

THE DIFFERENCE BETWEEN GOOD & GREAT IN MINNEAPOLIS–ST. PAUL TELEVISION IS...

WCCO

*Nielsen Station Total Audience, April, 1959

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

preparation and presentation of visual aids are featured in "Practical Specifications for Visual Aids," a new booklet prepared by **Admaster Prints Inc.**, 1168 Sixth Ave., New York 36. The booklet is designed for use by all who use visual expression techniques in their work. In addition to "A 12-Point Checklist for the Visualizer," there are special how-to guides covering: Maximum visibility of chart color combinations, letter-size-readability ratio, screen width-audience size formula plus format specifications and standards for 35 mm standard 2¼x2¼" super and 3¼x4" lantern slides as well as 5x5", 7x7" and 10x10" slides for overhead projectors. Copies are available on request to Admaster Prints.

• **Katz Agency** has issued a brochure of its presentation in which it calls spot tv "The Sales Manager's Medium." The presentation points out that there is a lag in distribution efficiency in the years 1946-1956. During this time, production efficiency has increased 64% whereas distribution efficiency increased only 22%. At the same time, the cost per sales call for industrial sales has increased 52% and for product sales 61%. The presentation points up the ability of tv to reach 90% of the human senses (hearing, seeing, etc.) compared to 25% for radio and 65% for print, and presents tv as the new salesman for sales managers. Information on the report can be had by writing Halsey V. Barrett, Katz Agency, 666 Fifth Ave., New York 19.

• The promotion department of the **Bergen Evening Record**, Hackensack, N. J., has completed its annual 1959 dog census, indicating the number of licenses issued in each of the county's 70 municipalities. The census discloses one licensed dog per 4.2 families—53,827 licensed dogs per 226,700 families. Readers may obtain copies by writing the *Record's* promotion department.

• **Adam Young Inc.** has released a new study on the effectiveness of spot radio. The booklet, titled "Spot Radio '59—A 60-Market Appraisal," provides a useful guide to selection of proper facilities when placing spot radio schedules. It has been sent to more than 2,000 advertising agency and station people in the U.S. and abroad. The point is made in the study that spot and network radio are dissimilar and should not be considered part of the same radio family.

• **Macfadden Publications** has released five new survey reports: "Use of Shortening and Salad Dressing in Wage Earner Homes," showing usage and brand preferences; "Use of Rice and Potatoes by Wage Earner Families," giving frequency of usage and brand preferences; "Use of Cat and Dog Food in Wage Earner Homes," showing ownership of cats and dogs, brand preferences; "Ownership of Cedar Chests by Wage Earner Families," giving length of time owned, etc.; and "Ownership of Watches by Wage Earner Wives," showing brand preferences, length of time owned, etc. Address requests to the department of marketing and research, Macfadden Publications Inc., 205 E. 42nd St., New York 17.

• A market data book on the Oklahoma City area, covering population, number of households, consumer spendable income, retail sales, retail outlets, etc., is available by writing John F. Blatt, promotion manager, **Daily Oklahoman & Times**, Oklahoma City 1. #

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout service*. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

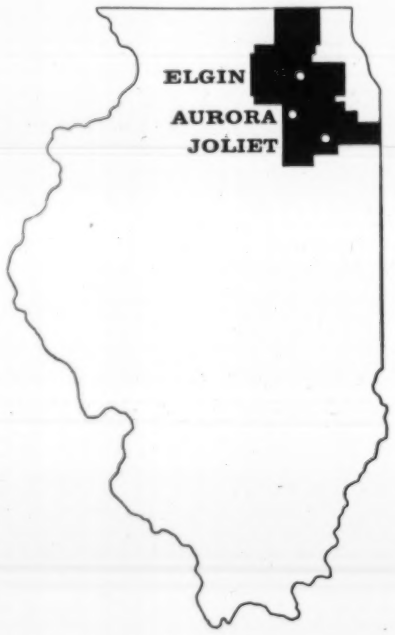
$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

ELGIN
ILLINOIS



AURORA
ILLINOIS

JOLIET
ILLINOIS

BUY ALL 3 OF THE BIG 3 AND SAVE 9½ CENTS A LINE

ELGIN COURIER-NEWS
AURORA BEACON-NEWS
JOLIET HERALD-NEWS

THE BIG 3 MARKET SOLD BY THE COPLEY BIG 3 NEWSPAPERS:

THE COPLEY BIG 3 NEWSPAPERS in Northern Illinois — at Elgin, Aurora, and Joliet — cover and sell the state's number-one market, outside Chicago.

SEPARATE LINE RATES:

Elgin Courier-News	18c
Aurora Beacon-News	20c
Joliet Herald-News	21c
Total	59c
Thrifty ALL-3 Rate	49½c
BUY ALL 3 AND SAVE	9½c a Line!

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Northern Illinois — Greater Los Angeles — Springfield, Illinois — and San Diego, California . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

GOOD HOUSEKEEPING'S 2ND ANNUAL TOILETRY MERCHANDISERS PROMOTION:

Be there when

Just a few candid shots of Last Year's Successful Promotion—it really moved goods!

- Galyan's Indianapolis, Indiana
- Associated Food Market Rockville Center, Long Island
- National Food Stores Louisiana
- Dixon's Des Moines, Iowa
- Sipe's Tulsa, Oklahoma
- O'Hara's Loop Market St. Louis, Missouri

PROMOTIONS THAT PAY OFF...START OFF WITH

the whistle blows!

Good Housekeeping's "Quick-As-A-Whistle" beauty plan, featured in November issue, (on sale Oct. 20) will call in the customers to over 1,000 chain and independent food stores. Make sure your health and beauty aids get their eye in the pages of Good Housekeeping and on the shelves of tie-in stores October 19–November 17. It'll be a blast! Contact Good Housekeeping Today.

FREE BOOKLET on "Quick-as-a-Whistle" steps to beauty and good grooming will draw the crowds at every store!

FREE EXCITING DISPLAYS to make the most of timely promotional theme—and your product!

PUBLICITY AND PROMOTION to newspapers, radio and TV stations...and to the trade, of course!

SPECIAL CIRCULATION PROMOTION to give advertisers extra selling exposure!

ADVANCE LIST OF PARTICIPATING TOILETRY MERCHANDISERS—MORE TO COME!

- All Purpose Service Company, Atlanta, Georgia
- C. B. Drug Company, Columbia, South Carolina
- D—B Drug Company, St. Louis, Missouri
- Ford Hopkins Company, Chicago, Illinois
- Ford Hopkins Company, Milwaukee, Wisconsin
- Franlee Distributors, New York, New York
- Garner-Wynne-Manning, Inc., Greenville, North Carolina
- General Wholesale Distributors of Chicago, Chicago, Illinois
- Groves Kelco Company, Minneapolis, Minnesota
- Handleman Drug Company, Detroit, Michigan
- Hanson Drug Service, Newton Falls, Ohio
- Huron Drug Div.—Ford Hopkins, Kalamazoo, Michigan
- Indiana Merchandising Company, Indianapolis, Indiana
- Jaydon Distributing Company, Moline, Illinois
- Lafayette Drug Company, Lafayette, Louisiana
- Little Rock Wholesale Company, Little Rock, Arkansas
- M—G Drug Sales Company, St. Louis, Missouri
- Novarese Bros., Memphis, Tennesse
- Nuway Drug Company, Sioux City, Iowa
- Peoria Candy Company, Davenport, Iowa
- Rosmarin Drug Company, Houston, Texas
- Sandy Sales Company, Schenectady, New York
- Stephens Products Company, Oklahoma City, Oklahoma
- Yeager Wholesale Company, Tulsa, Oklahoma

plus! **ALL 925 NATIONAL FOOD STORES WILL TIE IN WITH *"Quick-As-A-Whistle"***

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping

MAGAZINE AND INSTITUTE

sell a QUARTER OF A MILLION

☑ professional businessmen ☑ discriminating buyers ☑ homeowners
☑ sports enthusiasts ☑ frequent travelers ☑ independent investors
☑ community leaders

sell a quarter of a million
DOCTORS
every other week in the

AMA NEWS

the doctor's own newspaper

Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

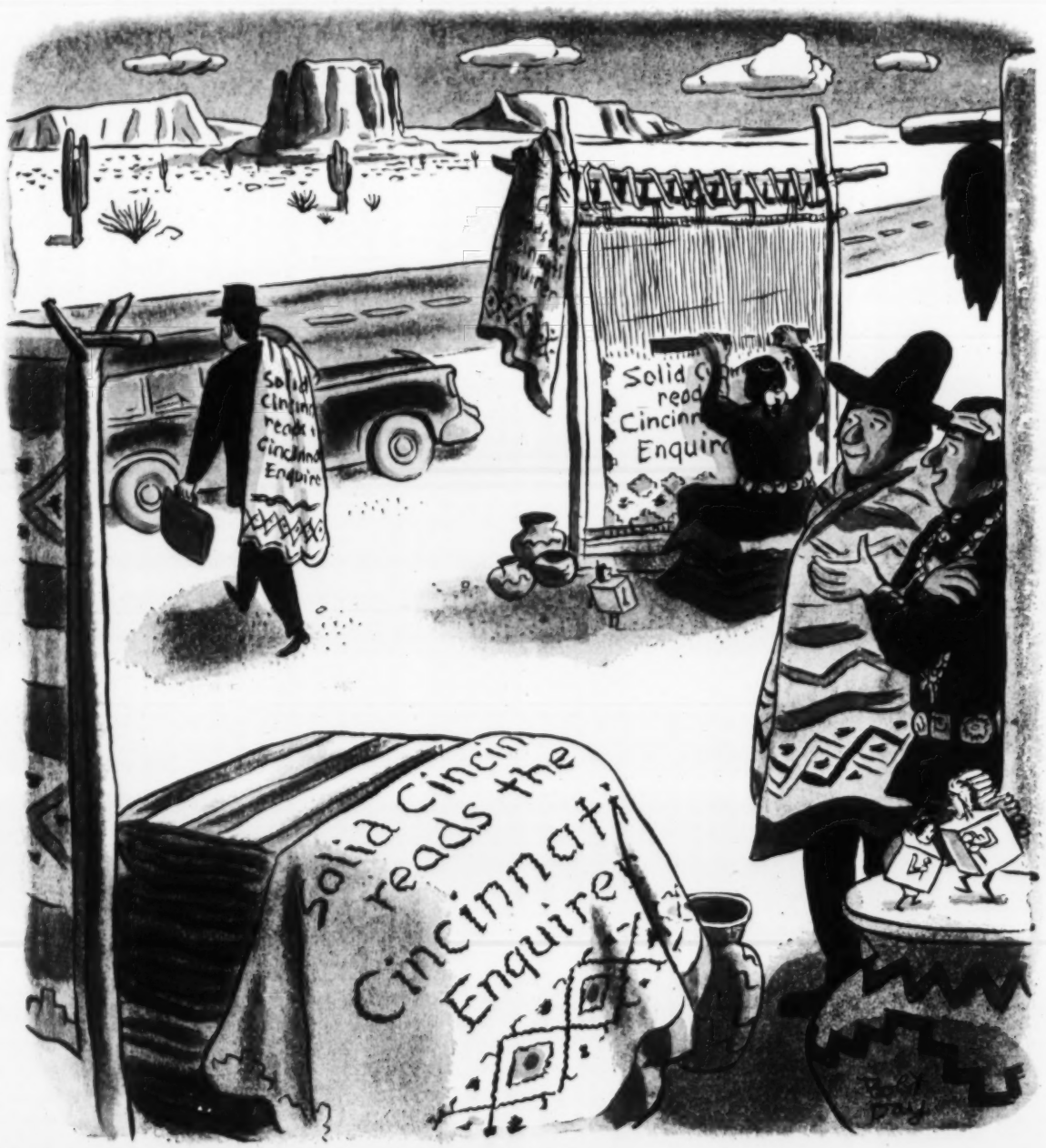
Poor Richard Elects Cox

Edwin R. Cox Jr., sales promotion manager of Atlantic Refining Co., has been installed as president of the Poor Richard Club, Philadelphia. Other officers are A. Edward Mo.., exec vp of Richard A. Foley Advertising Agency, 1st vp; Reginald E. Beauchamp, director of special events, *Philadelphia Bulletin*, 2nd vp; A. C. Kunkel, sales manager, Breyer Ice Cream Co., treasurer, and A. C. McCrea, Reuben H. Donnelley Corp., secretary.

ABP Sets October Conference

Associated Business Publications will hold its annual midwestern conference Oct. 21 at the Drake Hotel, Chicago. The all-day session will include separate clinics on editorial, promotion, sales, sales management, production, circulation and publishing management. Henry Zwirner, midwestern director, Fairchild Publications, will be conference chairman.

IN THE PHILIPPINES, TOO—*A three-month campaign, "Buy With Confidence—Buy Advertised Brands," has been launched by the Assn. of Philippine Advertising Agencies, with media donating the space and time.*



"See, I told you he lookum like another one of those big ad men from East"

NO RESERVATION among discerning space buyers in their choice of the Cincinnati Enquirer to reach the *market-that-matters* in this great metropolitan area. Here's why: it's a solid part of the lives of these Greater Cincinnatians every day of the week . . . they read it for more news, features, advertising. Result: YOU'RE in solid in Cincinnati when you're in the Cincinnati Enquirer. Want the big picture? Ask The Enquirer's Research Department for a look at the latest TOP TEN BRANDS SURVEY.

Represented by Moloney, Regan & Schmitt, Inc.

FTC Examiner Finds Ice Cream Makers Didn't Discriminate

WASHINGTON, July 28—A Federal Trade Commission hearing examiner has ordered dismissal of four-year-old charges of unfair competition against nine leading ice cream manufacturers.

Examiner John Lewis rendered a sweeping 129-page decision, buttressed by a 207-page appendix, in favor of Carnation Co., Los Angeles; Borden Co., New York; Beatrice Foods Co., Chicago; National Dairy Products Corp., New York; Pet Milk Co., St. Louis; Fairmont Foods Co., Omaha; Arden Farms Co., Los Angeles; Foremost Dairies, Jacksonville, Fla.; and H. P. Hood & Sons, Boston.

■ The ruling held that the evidence fails to establish that the respondents induced dealers to handle their products exclusively. It said that the record does not prove any trend of industry concentration favoring the nine companies. And, the ruling found, the competitive position of the respondents did not improve significantly in the 1947-'56 period.

The case revolved about various forms of dealer assistance, such as refrigeration facilities; loans; such services as repainting interiors and supplying signs and advertising; and discounts, rebates, and allowances.

The examiner found that most retailers handle only a single line, chiefly for reasons of limited space. If a dealer becomes dissatisfied, he is free to switch brands or add a second line, he said.

The initial decision is not final; it may be appealed, stayed, or docketed for review by the commissioners. #

Cypress to Polk Advertising

Cypress Co., New York printer, has appointed Robert G. Polk, New York advertising and sales promotion consultant, sales promotion consultant. Shlakman Advertising formerly handled the Cypress advertising and promotion account.

Bay Named Cabana Club Head

Dominic Bay has been named executive director of the Dorchester Cabana Club, south of Chicago. Mr. Bay was formerly merchandising director and accounting executive of Henri, Hurst & McDonald, Chicago.

Unethical Practices in Home Improvement Abating, NBBB Says

NEW YORK, July 28—Unethical practices in the home improvement field are on the decline and advertising does not play a major role in them, according to Allan E. Backman Jr., exec vp of the National Better Business Bureau.

Reporting on a survey of home improvement financing and selling practices made for the Federal Housing Administration, Mr. Backman says that complaints about the home improvement business dropped from 36,000 in 1953 to 31,000 in 1957. During the same period, he notes, inquiries about home improvement business jumped from 85,000 to 177,000. The complaints and inquiries, he notes, were registered by 95 better business bureau offices throughout the country.

■ "I think these figures indicate that the ethical climate in which the home improvement industry lives is substantially better than it was five or six years ago. However," he adds, "I don't think that any industry which is the subject of more than 30,000 complaints a year to Better Business Bureaus can afford to view that situation with complacency."

The biggest complaints about the industry, he says, have to do with poor workmanship, alleged overcharging and delays in delivery. "Bait" advertising continues to be a problem, but to a much lesser degree than in the past, he points out.

"Bait" advertising of carports is one of the few new home improvment schemes (or variations of old schemes) to be reported, Mr. Backman says. He cites cases in New Orleans and Atlanta in which aluminum carports were advertised at $129.50 as bait for much more expensive garages that the salesmen would then try to sell to interested parties. #

N. Y. State Dairy Farmers Plan $750,000 Promotion

Producers Milk Market Development Board, Syracuse, N. Y., is planning a $750,000 campaign to promote fluid milk in New York and New Jersey. Robert Hutchings, formerly assistant director of pr, Pan American Coffee Bureau, has been named to head the promotion.

In a recent vote, 93.4% of the dairy farmers in the New York-New Jersey shed agreed to pay 1¢ per cwt. of milk they sold to finance the promotion program. Farmers may withdraw at any time, and the program will be dropped if more than 25% of the participating farmers stop their contributions for three successive months.

'Life' Boosts Maynard

Life International has moved Harry Maynard from U. S. ad manager to associate advertising director, a new post. The magazine's eastern and western U. S. managers will share duties formerly handled by Mr. Maynard.

New 1959 Edition

fit type

IN SECONDS!

Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00

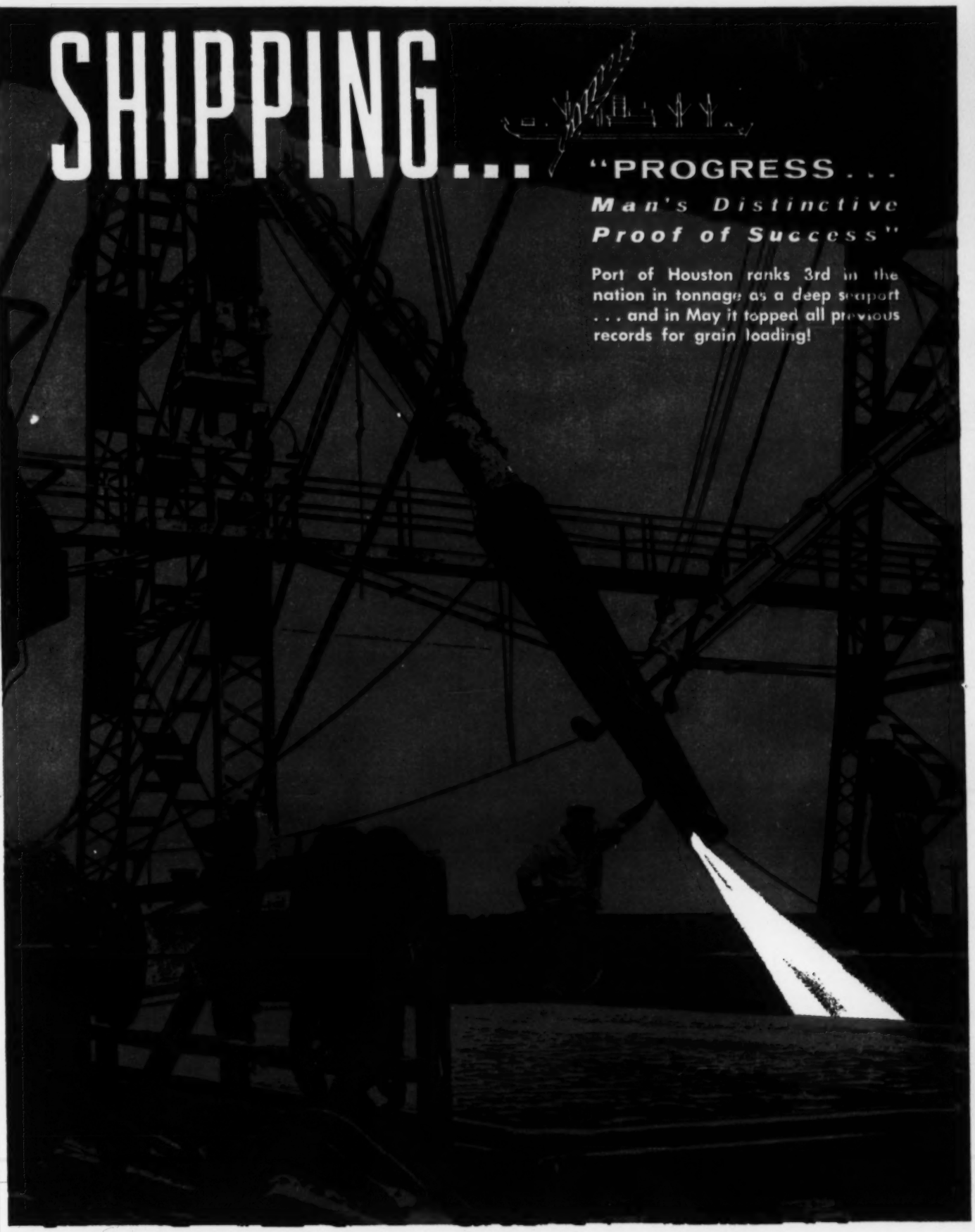
HABERULE

BOX AA-245 • WILTON • CONN.

SHIPPING...

"PROGRESS... *Man's Distinctive Proof of Success"*

Port of Houston ranks 3rd in the nation in tonnage as a deep seaport . . . and in May it topped all previous records for grain loading!



And now, more progress in circulation for the Houston Chronicle, your smartest advertising buy in Houston

Chronicle circulation is **UP**

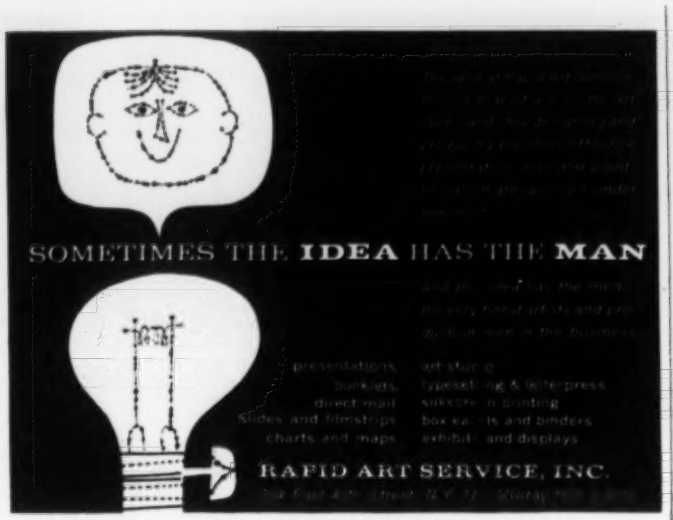
8113 Daily – 6092 Sunday

Raising Chronicle circulation to **200,175 daily** and **221,860 Sunday**

Latest figures submitted to the Audit Bureau of Circulations for the six months period ending March 31, 1959 show this increase in Chronicle circulation daily and Sunday

THE HOUSTON CHRONICLE

THE BRANHAM COMPANY – National Representatives



Agencies' Office Switches Parallel Shifts by Accounts, Reflect Mergers

(Continued from Page 2)

business, regardless of economic conditions, would require about 100,000 sq. ft. and it wanted to rent this area on a 15-year lease. It proposed to rent the additional 25,000 sq. ft. on a 10-year lease. Finally, to provide for expansion, it wanted options on 12,500 sq. ft. of additional space every three years.

In other words, if the agency continued to grow and prosper, exercising all its options, it would have a total of 187,500 sq. ft. at the end of the 15-year period. If business fell off, it would not have to exercise its options for the additional space.

"This," Mr. Studley says admiringly, "is the way it should be done. It's the most ingenious plan I have ever seen."

Some agencies get flexibility by subleasing space they do not need at the moment. Benton & Bowles, for example, took 18,000 sq. ft. more than it needed at 666 Fifth, then subleased the space to Time Inc. on a short-term basis. When the new Time-Life Bldg. opens this fall, B&B will be able to make use of an extra floor.

■ One tool Mr. Studley has developed for clients is "y.r.p.p."—yearly rental per person. According to this concept, agencies should figure on annual rent of $600 to $700 per employe..

The big agencies are, of course, the biggest users of space. Mr. Studley's figures show that the six largest agencies—J. Walter Thompson Co.; McCann-Erickson; Young & Rubicam; Batten, Barton, Durstine & Osborn; Ted Bates and Benton & Bowles—occupy 1,169,000 sq. ft. of space in New York, and pay a combined annual rent of $5,300,000. The next 28 largest shops occupy about the same amount of space and pay a combined annual rent of $5,800,000.

Incidentally, of these 34 top agencies, no fewer than 25 have moved to new offices since 1955. The holdouts are JWT, which took an additional 40,000 sq. ft. last year in the Graybar Bldg. (420 Lexington Ave.); BBDO, which took an additional 20,000 sq. ft. at 383 Madison; Y&R, at 285 Madison for many years; Dancer-Fitzgerald-Sample, established "for centuries" at 347 Madison; Foote, Cone & Belding and Kenyon & Eckhardt, both at 247 Park; William Esty Co., established for some time at 100 E. 42nd St.; L. W. Frohlich & Co., which has a whole building for itself at 34 E. 51st St., and Fletcher Richards, Calkins & Holden, well set in two of its clients' (Eastern Airlines and U. S. Rubber) building, at 10 Rockefeller Plaza.

■ The recent rash of agency mergers has created some real estate headaches. In one case a landlord, 18 E. 48th St. Corp., filed suit for back payment of rent against Calkins & Holden, which has merged temporarily with the plaintiff's tenant, Seklemian & North.

When Ruthrauff & Ryan merged with Erwin, Wasey & Co. several years ago, it took the merged agency almost two years to dispose of the five tower floors R&R had occupied in the Chrysler Bldg. since the early '30s. Cost of disposing of the old space: $150,000.

In the mergers which created Kastor, Hilton, Chesley, Clifford & Atherton, the new corporation decided to rent new and ample space at 575 Lexington, instead of squeezing into any of the old offices. There was no trouble disposing of the old space at 400 Madison Ave. but it took the agency a few chaotic and expensive months ($2,000 per month) to dispose of Atherton & Currier's old quarters at 420 Lexington.

The agency was lucky. It had about resigned itself to a loss of more than $25,000 when, out of the blue, Tatham-Laird, Chicago, pried the $6,000,000 Dristan account out of Bryan Houston Inc. Less than a fortnight after the Dristan move, T-L had moved into the ex-Atherton & Currier space—and everybody's troubles were settled.

■ Agencies are not the only ones facing real estate problems. Companies allied to advertising have been experiencing similar difficulties. Mr. Studley notes, for example, that market research companies have been moving all over the place. Since 1956, Pulse; Alfred Politz; Audits & Surveys; A. C. Nielsen; Elmo Roper; W. R. Simmons, and Horace Schwerin have all moved to new locations.

And, finally, early this year Advertising Age moved from 480 Lexington to 630 Third Ave. (Editor's note: Please note this address change.) #

Storage Products to Meck

Storage Products Corp., Skokie, Ill., manufacturer of prefabricated storage racks, has named John Meck & Staff, Chicago, its agency.

WTSP Becomes WLCY

WTSP, St. Petersburg-Tampa radio station, has changed its call letters to WLCY. The station will retain its frequency of 1380 kc., and its power of 5,000 watts.

It's as easy as A B C *to open new*

HAMMERMILL GRAPHICOPY® PAPERS

A One quick pull opens this E-Z Paper Pak Carton.* No broken nails, no bruised fingers. The re-usable cartons are extra strong, too. Perfect for filing, storage and deliveries.

B Just lift the handy E-Z Carry Pak*—out come the moisture-proof packages. No digging. No struggling. Famous Hammermill quality comes in 19 grades of the size 8½ x 11 and 8½ x 14 papers you use.

C Graphicopy Papers are ready to run—and run right. Choose from 200 items. "Paper Selection Guide" wall chart helps you pick the right weight, color, finish for each job.

Tear out this trademark HAMMERMILL GRAPHICOPY® PAPERS *to get your free Graphicopy "Paper Selection Guide"...*

Simply staple the trademark to your business stationery, sign your name, mail to Hammermill Paper Company, 1459 East Lake Road, Erie 6, Pennsylvania.

*Patent Pending

Department Store Sales . . .

Sales Rise 5% in Week Ended July 25

WASHINGTON, July 29—Department store sales across the nation in the week ended July 25 were 5% ahead of the sales for the similar week of the previous year, the Federal Reserve Board reported today. Sales for the four weeks to that date were 7% ahead and for the year to that date 8% ahead.

■ Of the 12 FRB districts, only two reported losses: Boston, 1%, and Kansas City, 2%. Dallas reported no change. The remaining districts reported gains as follows: Chicago, 9%; San Francisco, 8%; Cleveland, 7%; New York, 4%; Philadelphia, Richmond, Atlanta, and Minneapolis, 3%; St. Louis, 1%.

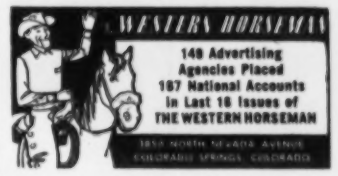
A detailed breakdown of the sales for these districts will be available next week. Sales for the previous two weeks were as follows:

Federal Reserve District, Area, and City	% Change from '58 Week Ending July 11	July 18*
UNITED STATES	+ 9	+ 7
Boston District	+ 2	+ 3
Metropolitan Areas		
Boston	+ 1	+ 6
Downtown Boston	— 6	+ 1
Suburban Boston	+13	+14
Cambridge	0	+ 7
Quincy	+14	+ 3
Lowell	— 3	—12
City		
Springfield	+ 3	+ 5
New York District	r+ 1	+ 7
Metropolitan Areas		
Buffalo	+ 4	0
New York-N.E. New Jersey	r+ 1	+ 9
Newark	r+ 1	— 3
New York	r 0	+ 6
Rochester	— 5	0
Syracuse	+ 3	— 3
Philadelphia District	+ 6	+ 3
Metropolitan Areas		
Wilmington	r— 2	+ 4
Trenton	+ 5	0
Lancaster	+17	+16
Philadelphia	+ 8	+ 4
Reading	+16	+ 4
Scranton	— 6	— 6
Wilkes-Barre—Hazleton	+ 4	+ 3
Cleveland District	+ 9	+ 6
Metropolitan Areas		
Lexington	+17	+35
Akron	+ 4	0
Canton	+ 9	— 1
Cincinnati	+15	+ 7
Cleveland	+ 9	+ 5
Downtown Cleveland	+ 3	+ 2
Columbus	+11	+ 4
Springfield	+22	+ 2
Youngstown	+17	+ 4
Erie	+ 9	+10
Pittsburgh	+ 5	+ 5
Downtown Pittsburgh	+ 3	+ 5
Wheeling-Steubenville, W. Va. & Ohio	+ 9	—11
Richmond District	+ 1	+ 2
Metropolitan Areas		
Washington	— 5	+ 2
Downtown Washington	r— 8	— 1
Baltimore	+ 5	+ 2
Downtown Baltimore	— 5	—10
Richmond	+ 5	— 1
Atlanta District	r+15	+ 3
Metropolitan Areas		
Birmingham	+ 7	— 5
Mobile	+ 8	— 7
Jacksonville	+26	+ 2
Miami	+10	*
Downtown Miami	+ 9	+ 4
Atlanta	+21	+ 6
Augusta	+22	+10
Columbus	+ 5	— 4
New Orleans	+13	*
Knoxville	r+33	+ 5
Chicago District	+11	+ 8
Metropolitan Areas		
Chicago	+10	+ 5
Indianapolis	+ 8	+15
Detroit	+16	+13
Grand Rapids	+ 8	+11
Milwaukee	+14	+14
St. Louis District	+13	+ 5
Metropolitan Areas		
Little Rock	+10	— 7
Louisville	+ 6	+ 4
St. Louis	+ 9	+ 3
Memphis	+33	+17
Minneapolis District	+ 3	r+ 7
Metropolitan Areas		
Mpls.—St. Paul	+ 2	+ 7
Mpls. and Suburbs	— 1	+ 5
St. Paul	+ 8	+10
Cities		
Duluth-Superior	+11	+ 6
Kansas City District	+10	+ 5
Metropolitan Areas		
Denver	— 1	— 6
Topeka	r+12	— 1
Wichita	+ 2	+ 1
Kansas City	+16	+19
Downtown Kansas City	+13	+10
St. Joseph	— 2	+ 5
Lincoln	r+19	+ 7
Albuquerque	r+ 7	+25
Oklahoma City	+16	+11
Tulsa	+14	— 2
City		
Joplin	+21	+ 5
Dallas District	+14	+ 6
Metropolitan Areas		
Dallas	+19	+13
El Paso	+ 8	+ 7
Fort Worth	+13	+ 7
Houston	+19	+15
San Antonio	+13	— 6
San Francisco District	+11	+15
Metropolitan Areas		
Los Angeles-Long Beach	+16	+19
Downtown Los Angeles	+12	+ 2
Westside Los Angeles	— 6	+24
Sacramento	+18	+23
San Diego	+12	+15
San Francisco-Oakland	+ 3	+ 8
San Francisco City	+ 5	+ 9
Oakland	— 4	+ 6
San Jose	+22	+39
Portland	+ 8	+ 9
Salt Lake City	+17	+17
Seattle	+ 3	+10
Spokane	+ 8	+ 7
Tacoma	+ 6	+13

r—Revised. *Data not available.

Korvette Names Dreher

Fred Dreher, formerly advertising production manager, has been appointed advertising director of E. J. Korvette Inc., New York, succeeding Irving Koffler, who has joined the franchised Korvette Furniture Center as advertising director. George Annand, formerly advertising manager of Russeks, has joined Korvette as advertising production manager.



Take another look at DAYTON...and WHIO-TV

NOW—OHIO'S 3RD MARKET

WHIO-TV
CBS
channel 7 dayton, ohio

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina.

30th NATIONALLY
(up from 38th)

$1,400,214,000 Consumer Spendable Income
(28th in the nation)

30th in the USA

That's right, in population, Dayton now outranks Birmingham, Indianapolis, Columbus, Ft. Worth, Memphis and Phoenix.

30th in population.....now 650,400
28th in consumer spendable income $1,400,214,000
16th in consumer spendable income per household.....$7,268

3rd in OHIO

Dayton is now Ohio's 3rd market—
3rd in population
3rd in consumer spendable income
3rd in consumer spendable income per household

Best way to reach this rich market—WHIO-TV*

*1st in DAYTON

Today as always, your best buy is WHIO-TV, one of America's great area stations. Reaching and holding 2,881,420 people in 41 counties of 3 states.

For market data, availabilities and all information, call George P. Hollingbery

Sayre Says Sales of Appliances Will Hit Three-Year High

CHICAGO, July 28—Sales in the appliance industry this year will approach the 1956 record. Home laundry equipment sales, spurred by "the biggest and most sustained concentration of washer and dryer advertising and merchandising in history" between September and December, will lead the field.

This was the prediction of Judson S. Sayre, president of the Norge division of Borg-Warner Corp. He said industry sales of washers and clothes dryers would top 2,600,000 units during the last six months of the year, and that home laundry appliances will contribute 40% to total industry sale of white goods.

Referring to the increased washer and dryer promotion, Mr. Sayre commented: "Nothing can stop this 'end laundry drudgery' blitz directed at the American housewife."

■ Norge will spend about $4,000,000 in advertising its lines this fall, the company president said, the heaviest drive in five years.

Both company and co-op newspaper advertising will be used, with Norge taking six large-space ads in each of 105 markets. Much of the newspaper drive will promote Norge's new guarantee against rust on washer and dryer cabinets.

Magazines scheduled for color page ads during the September-November period include *Better Homes & Gardens, Ebony, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parents' Magazine* and *True Story*. A three-page ad is also slated for the October *Reader's Digest*.

Spot ads will be used on three tv shows—"House Party" (CBS), "Price Is Right" (NBC) and "County Fair" (NBC)—and on two radio shows—"Breakfast Club" (ABC) and the Peter Lind Hayes and Mary Healy show on ABC.

Keyes, Madden & Jones, Chicago, is the agency.

Much of Norge's promotion for the Dispensomat model washer will be tied in with makers of four home laundry aids—Lever Bros. (Whisk detergent), Calgon Inc. (water conditioner), A. E. Staley Mfg. Co. (Sta-Puf fabric softener) and Purex Corp. (Beads-O'-Bleach). Ads will show how the four products are added to the wash automatically in the Dispensomat.

■ Mr. Sayre told a press conference that over-all home appliance sales at Norge have exceeded 400,000 units in the first half of 1959, running 41% ahead of the like '58 period. He added that dollar volume was "substantially more than $50,000,000," and only slightly behind 1955, a record year at Norge.

Industry sales of automatic washers during the second half of this year will top the first half by 300,000 units, Mr. Sayre said. Clothes dryer sales will double the first half, he added.

Mr. Sayre reported that Norge is decreasing its prices on certain home laundry appliances by as much as 10%. He also announced that the company will introduce three new products this fall. #

Percival to Launch Campaign

Percival Co., Boone, Ia., will introduce its new "Hellcat" and "Wildcat" Motor Karts with a two-color page in the September issue of *Hot Rod*. Subsequent ads will appear in *Car Craft* and *Rod & Custom*. Ayers, Swanson & Associates, Lincoln, Neb., is handling the promotion for Percival, subsidiary of Cushman Motor Works, Lincoln, Neb.

Gore Smith Greenland Becomes Gore Co., Adds Account

Gore Smith Greenland Inc., New York, has changed its name to Chester Gore Co. Martin Smith and Leo Greenland left the agency more than a year ago to form Smith/Greenland Co.

Chester Gore Co. has been named to handle advertising for Glen Rossie scotch by Duncan Gilmour & Co., Philadelphia. The agency handled the scotch account three years ago; recently the company has been listed as a direct advertiser.

PRICE CHANGE—*Lee Bros., San Francisco food chain, is using this spectacular for its meats, with a price tag which can be changed to feature weekly specials. McCarty Co., San Francisco, developed the spectacular for the 26-unit Bay Area chain.*

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:

• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

MGM-TV PRESENTS

PETER LAWFORD
PHYLLIS KIRK
AND ASTA

TELEVISION'S
FAVORITE MYSTERY
AND MIRTH TRIO
IN

THE THIN MAN

FCC Studies Plan for Sharing Clear Channels on Radio

WASHINGTON, July 28—New rules proposed by the Federal Communications Commission last week increased the possibility that clear channel radio stations may lose their exclusive franchises, and that super-power stations will be outlawed.

FCC, which has been nibbling away at clear channels for the past year, has instructed its staff to draft papers looking toward new rules to permit a limited number of unlimited-time Class II stations, of not less than 10kw power, to share occupancy of the 24 clear channels. The 25th clear channel, Station WABC, New York, already shares the wavelength with Station KOB, Albuquerque, N. M.

FCC said that "location of these stations would be determined on the basis of need in areas without primary service and under controlled conditions which would afford protection to Class 1-A stations on those channels."

FCC added: "Announcement of this preliminary step does not constitute commission action in such case, but is merely an announcement of proposed disposition. The commission reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decision." #

Gibbons Joins A. O. Smith; Bostrom Promotes Cory

James J. Gibbons, formerly director of sales and advertising of Bostrom Corp., Milwaukee, for the past five years, has been named director of marketing of A. O. Smith International S. A., a wholly-owned subsidiary of A. O. Smith Corp., Milwaukee.

Richard Cory, sales manager of Bostrom, manufacturer of suspension seating for trucks, tractors and earth moving equipment, was named Bostrom director of marketing.

Compton Boosts Four

Compton Advertising, Chicago, has appointed Garrett J. Sheahan, formerly an account executive in its Milwaukee office, an account executive in the midwestern business and industrial division. Compton also has elected F. Michael Carroll, account executive on Hotpoint appliances, a vp. Ross Legler, account executive, and Maurice Sculfort, associate media director in New York, have been elected Compton vps.

Casey Joins Lilienfeld

T. A. Casey will join Lilienfeld & Co., Chicago, as vp-marketing services on Aug. 1. Mr. Casey has been an account supervisor at Tatham-Laird, directing marketing activities on several General Mills and Procter & Gamble products.

NEW BOTTLE—*Murine Co., Chicago, will kick off a three-month campaign for its new plastic squeeze-bottle in the September issue of Good Housekeeping. Subsequent ads will appear in women's, general and farm magazines and newspaper sections. J. Walter Thompson Co. is the agency.*

Bi-Monthly 'Leisure' to Bow in November

NEW YORK, July 24—*Leisure*, a bi-monthly covering various national pastimes, will bow on newsstands Nov. 1.

Published by Leisure Publications Inc., the magazine will be *Time*-size and will carry features on leisure time activities ranging from boating to spelunking. The cover price is 50¢.

Ad rates for the magazine, to have an initial press run of 150,000, are based on $450 per b&w page. The ad representative is Ray Peck Co., New York.

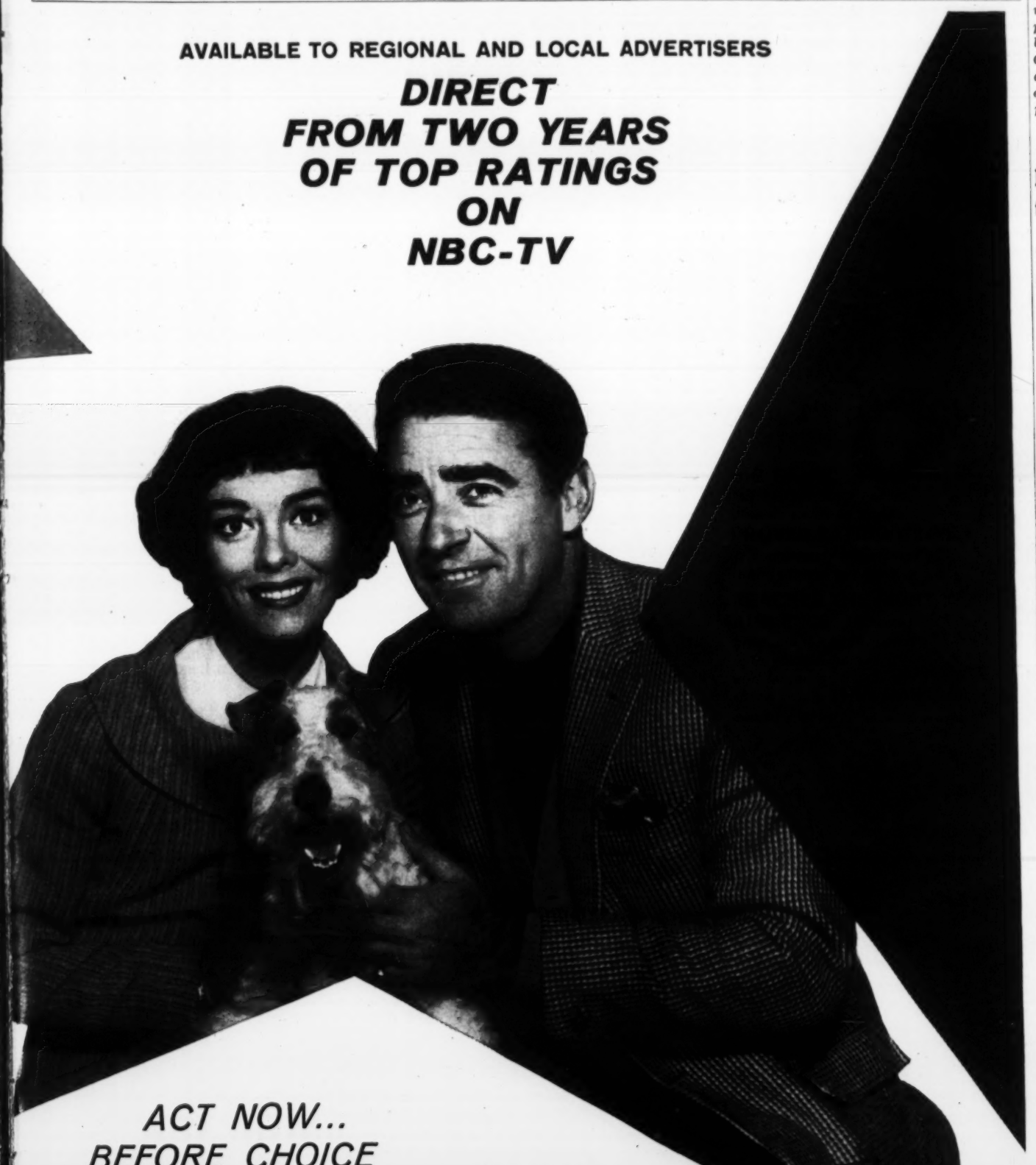
'LIFE'S' YEAR-END ISSUE ON 'LEISURE'

NEW YORK, July 28—*Life's* special two-in-one year-end issue this year will cover leisure activities in the U. S. The issue, called "The Good Life," will be on the newsstands for two weeks, starting Dec. 22.

In 1958 *Life's* special issue on U. S. entertainment netted 73 pages of advertising and rang up a gross ad revenue figure of $2,752,807. #

AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS

DIRECT FROM TWO YEARS OF TOP RATINGS ON NBC-TV



ACT NOW... BEFORE CHOICE MARKETS ARE GONE ...WRITE...WIRE...PHONE

MGM-TV

A Service of Loew's Inc.
1540 Broadway
New York 36, N. Y. • JU 2-2000

Just like Paul and his lantern . . .

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

William Gittinger, Former VP of CBS, Ad Exec, Dies at 62

SOUTHOLD, N. Y., July 29—William C. Gittinger, 62, former vp of the Columbia Broadcasting System, died July 26, presumably of a heart attack, at his summer home here.

Mr. Gittinger was graduated from New York University in 1918. From 1919 to 1920 he was in the advertising department of Murphy Varnish Co., Newark, N. J., and spent the next four years in the advertising department of Vacuum Oil Co., New York. From 1924 to 1927 he was an account executive with Joseph Richards Co., a New York agency.

From 1927 until he joined CBS in 1934, Mr. Gittinger was advertising and sales development manager of the Tidewater Associated Oil Co., New York.

One of his outstanding achievements as Tidewater's advertising manager was the famous Tidewater campaign allied with the Antarctic expedition of the late Adm. Richard Byrd, in 1928. Mr. Gittinger was credited with conceiving the idea of negotiating the exclusive use of Tidewater lubricants by the Byrd expedition, and of obtaining permission to feature the tie-up in Tidewater advertising. It was the first campaign of its kind to be done on a national scale. It also involved one of the most spectacular radio broadcasts undertaken by any commercial sponsor, at the time, in the radio "welcome home" celebration accorded Adm. Byrd and members of his party.

■ Mr. Gittinger joined CBS in 1934 as director of sales development. Later that year he was named sales manager, and he was appointed vp in charge of sales in 1940. In 1950 he became vp of CBS Inc. and special assistant to Dr. Frank Stanton, president. He retired in 1955, but continued as a consultant to the network.

Hold Everything Billionaires of Tomorrow
ORIGINAL GIMMICKS
Novel gimmicks make friends, influence sales—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1¢ to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

A. RAYMOND SCHULZ

LADY LAKE, FLA., July 28—A. Raymond Schulz, 75, former Chicago printing company president, died July 26 in his home here. Mr. Schulz was president of Printing Products Corp., Chicago, before his retirement. He had served as president of the Franklin Assn. for several years. Mr. Schulz had been a Florida resident since 1952.

MICHAEL F. EDELSON

CEDAR RAPIDS, IA., July 28—Michael F. Edelson, retired agency executive and a pioneer in Chicago radio, died in his home here yesterday of a stroke. He had been ill for some time.

Born in Chicago, Mr. Edelson conducted his own printing company, Mercury Letter Service Co., before joining the old Chicago radio station, WSBC. He served as commercial manager of the station and later held the same position with WJKS (now WIND, also in Chicago).

Mr. Edelson and his brother, Dave, founded Commercial Broadcasters Advertising Agency, Chicago, in 1931. Mr. Edelson was a partner in the agency, now owned by his brother, until his retirement two years ago.

MYRON C. COX

CHICAGO, July 28—Myron C. Cox, 54, an art director at Ladd, Southward & Bentley, Chicago, died suddenly from an acute coronary attack July 23. The attack occurred at his home in Oak Park, Ill., where he was recovering from a recent hospital stay following complications from multiple sclerosis, with which he had been afflicted for several years.

Prior to joining Ladd, Southward & Bentley more than two years ago, he had been associated with Jerry Bryant Studios as a partner. Previously he had been an art director at Foote, Cone & Belding. He was a graduate of the Art Institute of Chicago and the Denver Art Academy.

FRANKLYN OLSEN

WHEATON, ILL., July 28—Franklyn Olsen, advertising representative of *Nation's Agriculture*, died July 19 of a heart attack in his home.

Mr. Olsen served as advertising manager of *Nation's Agriculture* from 1954 until 1957 when he became an independent representative and handled the midwest territory for the American Farm Bureau Federation's magazine.

Prior to joining *Nation's Agriculture*, Mr. Olsen was director of supermarket merchandising and assistant sales manager of Campbell Soup Co., eastern manager of Lockwood Publishing Co., and district advertising manager of *Rural New Yorker*.

During World War II, he served as liaison officer between the U.S. armed forces and the Norwegian underground.

Curtiss Becomes Consultant; 'Redbook' Names Hilz

Donald L. Curtiss, formerly director of shopping center merchandising of *Redbook*, New York, has opened his own office as shopping center consultant at 535 Fifth Ave., New York. Mr. Curtiss had been with *Redbook* for the past 12 years. John F. Hilz, with *Redbook* since 1956, has been named shopping center merchandising manager, succeeding Mr. Curtiss.

Chase Bank Shifts C&W Share of Account to Bates

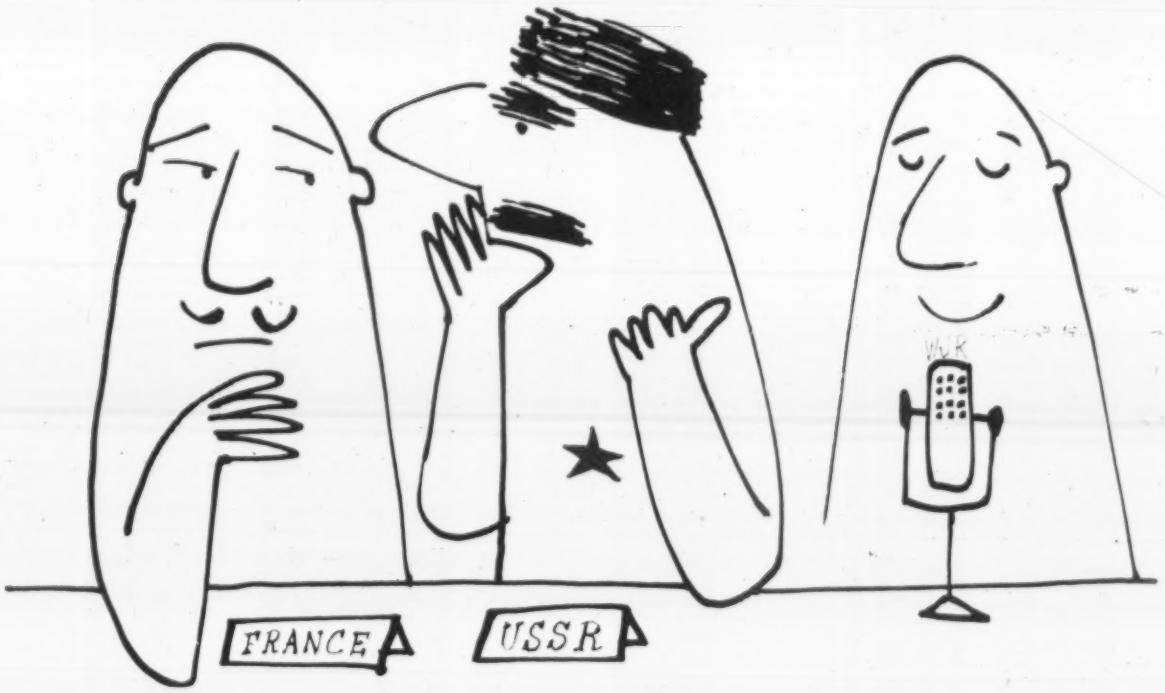
Chase Manhattan Bank has switched its retail advertising account from Cunningham & Walsh to Ted Bates & Co., New York, effective Jan. 1. Commercial banking, international and trust advertising will continue at Kenyon & Eckhardt, New York. The portion of the Chase account moving to Bates is estimated to involve about $1,000,000 in billings.

Kenealy, Jennings Succeed Elder, Retiring from Chilton

Martin J. Kenealy and Joseph P. Jennings will take over duties handled in Detroit by E. E. (Doc) Elder, regional manager of *Commercial Car Journal*, who is retiring after 35 years with Chilton Co. Mr. Kenealy has been with Mr. Elder in Detroit for a year and a half. Mr. Jennings formerly was with the Chilton office in Philadelphia.

FC&B Names Rundall, Tucker

John Rundall, formerly director of radio and tv production of North Advertising, has joined the Chicago office of Foote, Cone & Belding as a broadcast supervisor. Robert Tucker, previously with Compton Advertising, has joined FC&B's New York office as a print buyer, replacing John Twiddy, who has joined *TV Guide*.



"КТО ЭТО ЧЕЛОВЕК?"

The question: "Who's this man?"

The answer: "Peter Hahn, WJR News."

The place: the Foreign Ministers Conference in Geneva. Of course, Hahn wasn't really sitting at the conference table, but he got as close as any newsman could to broadcast live reports direct from Geneva to WJR twice daily.

While Hahn was overseas, WJR staffer Jack Hamilton made several direct reports from Washington on major national news stories.

And all of this in addition to *nine* 15-minute newscasts every day. This is the sort of news coverage WJR gives its audience.

Comprehensive news reporting is an example of what's happening at WJR, a station where radio is a living, breathing, broadcast medium (rather than just a gigantic juke box). We call it "complete-range programming" . . . programming with something for everyone, tailored for the many different tastes and needs of the 17 million folks within sound of our voice.

If you'd like to grow in the Great Lakes area, join a fine company of advertisers and grow with WJR. See your Henry I. Christal representative.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

PINK PASSION—*John Morrell & Co. is using large-space two-color newspaper ads like this one to dramatize the new pink label (AA, Feb. 9)on its Red Heart cat food can. John W. Shaw Advertising, Chicago, is the agency.*

Humane Groups to Get TV Time to Rebut TV Bullfight

CHICAGO, July 28—What price controversy?

WBKB, local outlet of American Broadcasting Co., announced recently it planned to show tv tapes on Aug. 1 of an afternoon of bullfighting in Mexico City as a preliminary to the Pan American Games here later in the month.

Protests came immediately, and Sterling (Red) Quinlan, ABC vp and general manager of WBKB, scheduled an advance showing for the press and members of humane groups.

After viewing the show last week, representatives of the Anti-Cruelty Society, Humane Society and Animal Welfare League let it be known that they were dead set against showing the bullfights, although they "in no way wanted to act as censors."

■ It was charged that a discussion of bullfighting which precedes the performances was loaded in favor of the event. Mr. Quinlan then arranged for members of the groups to appear in the same time slot a week later to give their own views on the subject.

The WBKB boss estimated that the bullfight show, which runs 65 minutes and carries no commercials, will cost the station about $5,000. Added to that will be the rebuttal show, which will run 30 minutes, or "as long as the conversation is interesting."

"We have no interest in propagating a series on bullfighting or in getting sponsorship," Mr. Quinlan said. "We aren't even trying to sell bullfighting. We just feel that showing the event will increase understanding of Latin American customs."

He admitted that some of the scenes, showing the death of the bull, were cut because "they turned my stomach." #

Johnson Is Tier-Rack A.E.

In reporting the acquisition of the Tier-Rack Corp. account by French & Shields, St. Louis (AA, July 20), ADVERTISING AGE incorrectly said Allan M. Wyman was named account executive on Tier-Rack. Actually George Johnson is the account executive on Tier-Rack. Mr. Wyman, a French & Shields vp, was promoted from art director to account executive on other agency accounts.

Holmes Institute Names Biddle

Holmes Institute, Washington, correspondence school of supervisory and sales training, has appointed Biddle Co., Chicago, as its agency. Henry J. Kaufman & Associates, Washington, is the previous agency.

Chicago Art Studios Combine

Flair Studios, Chicago, has consolidated with Feldkamp-Malloy Inc., Chicago, advertising art and photography studio. Milton N. Pierson, former president of Flair, was named a vp in the Feldkamp-Malloy organization.

SIMPSON-REILLY, LTD.
Publishers Representatives
LOS ANGELES HALLIBURTON BLDG
SAN FRANCISCO CENTRAL TOWER

WTRF-TV STORY BOARD

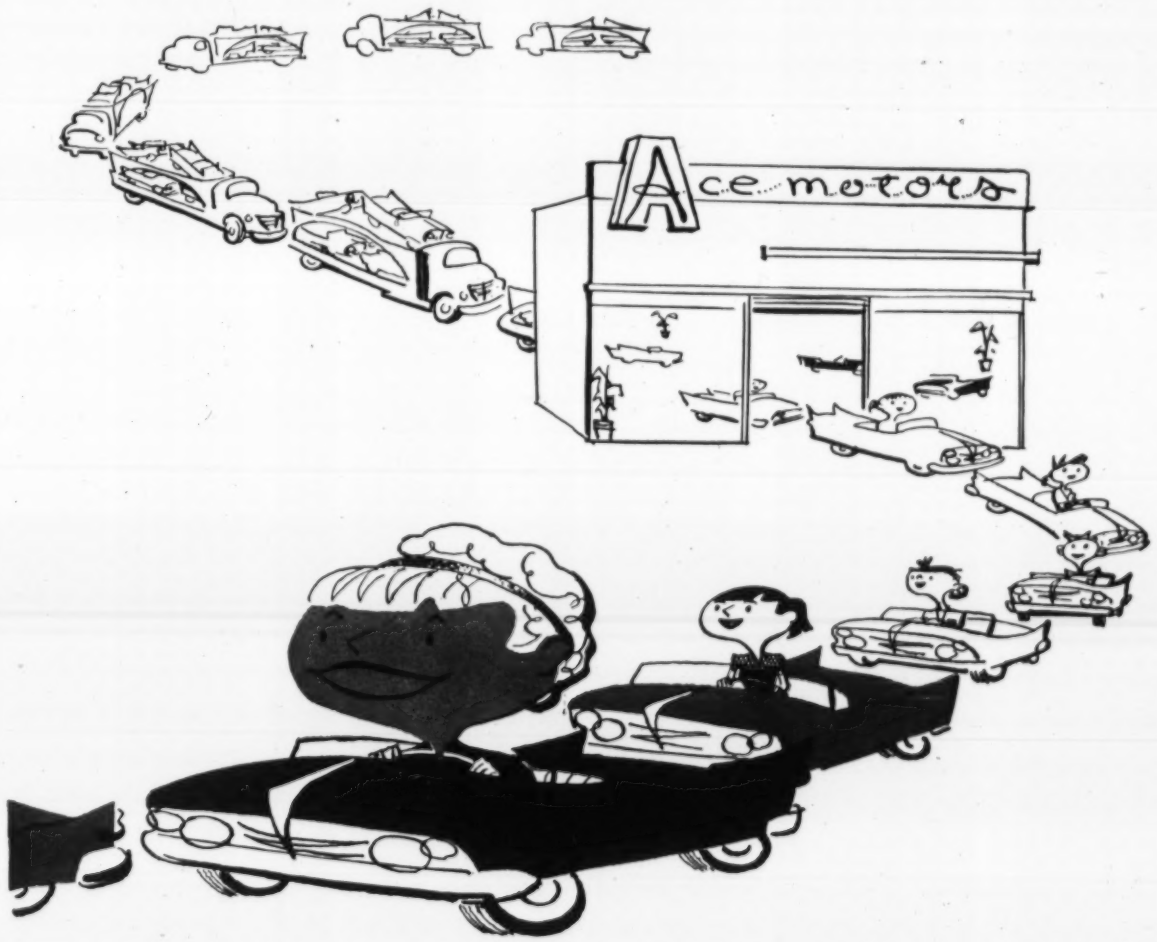
A stock broker encountered an old classmate who had fallen on evil days. Automatically he reached into his wallet and handed the down-and-outer a five-dollar bill. "What's this?" sneered the ungrateful recipient. "Two years ago you met me and gave me fifty bucks. Last year you retrenched to twenty. And now you hand me a measly five spot."

The trader, embarrassed, explained, "Two years ago I got married. Last year we had our first child. All those extra expenses and mouths to feed . . ."

"So that's it," roared the down-and-outer. "Raising a family on my dough, eh?"

● No need to worry about the families in the 39-county WTRF-TV area having the "dough" to spend for your products; they have a spendable income of $2½ billion annually. You can be sure of getting your share with a spot campaign on WTRF-TV, the looked-at station that is looked up to for fine programming. Ask the folks at the George P. Hollingbery Company for all the details.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA



WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES			
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

K-C Sales, Profits Climb

Kimberly-Clark Corp., Neenah, Wis., achieved record high profits of $26,337,441 for the year ended April 30, 1959, compared with a profit of $25,512,012 for the preceding year. Sales for the just ended fiscal year were a record $368,232,380, compared with sales of $345,845,110 for the preceding year.

National Catholic Family Magazine

Read by ALL the family—and in LARGER families.

OCTOBER ISSUE CLOSING AUG. 20

Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

St. Anthony MESSENGER

NEW RESIDENT—*The Society National Bank of Cleveland used this page ad in Cleveland papers to introduce Bongo, the zoo's newest resident. Griswold - Eshleman Co. is the agency.*

Picture Q*

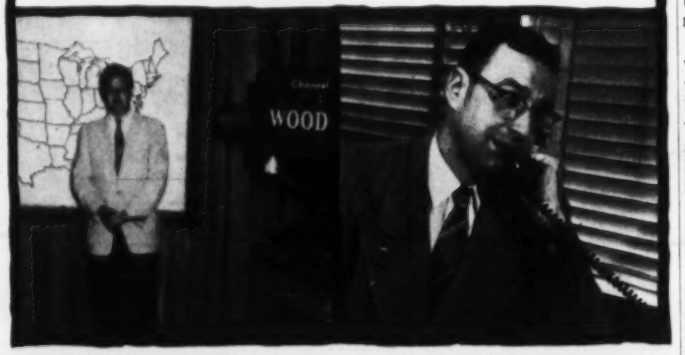
*What's your WOODquotient?

WOOD-AM has the greatest share of audience during the morning rush hour. How much greater than the 2nd station?

(Car radios and all others are tuned to WOOD. 30% more than the 2nd station; 10*% more than the 3rd station.)*

Sun-burned vacationers listen to WOOD, too. How many lakes — with or without beaches — in greater WOODland?

(739 lakes, not to mention about 60 miles of soft, sandy shore along Lake Michigan)



Who is the only radio weather forecaster in WOODland who has had actual meteorological training and experience?

(Frank Slagmaster, exclusively right on WOOD-AM-TV, and usually right on the weather)

In addition to the best coverage of local news, WOODlanders get direct non-network reports from Washington, D.C. How come?

(WOOD's full-time Washington correspondent reports on capitol occurrences of particular interest to WOODlanders)

How to rate your WOODquotient:

0 right — No doubt you have a persecution complex, too
1-2 right — Courage! You'll make it someday
3 right — The Katz man will give you all the answers
4 right — How long were you a resident of Grand Rapids?

*WOOD-AM is first—morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids-5 county area

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

Chains Broadening High Markup Group: 'Chain Store Age'

NEW YORK, July 28—The rising cost of doing business faced by chain stores in the past couple of years has forced a widening of the range of products sold at gross margins of more than 20%, according to *Chain Store Age*.

The publication's grocery edition reports that in 1958 chain stores sold 34.6% of all their dry grocery merchandise at a gross margin of more than 20%. In 1956, only 28.2% of their dry groceries were sold at that margin.

In a report of chain store sales in 1958—based on data from about a third of the nation's 27,387 chain stores—*Chain Store Age* says that meat accounted for 25.1% of sales, fruits and vegetables accounted for 9.9%, frozen foods for 4.5% and cigarets and tobacco for 4.3% of sales. These were the four biggest sales categories.

■ The average chain store in 1958 did a $16,150-a-week business, the report says, while the average chain supermarket handled $20,000 a week. Of the 27,387 chain stores, the report notes, 20,352 are supermarkets.

All told, chain store sales in 1958 were $23,160,000,000 compared with $17,095,242,000 in 1954. The 1958 regional breakdown of sales volume shows the Middle Atlantic states still first with 26.6%, the East Central states second with 21.4%, the West Coast third with 14% and the Southeast fourth with 13.8%. These percentages are almost unchanged from 1954.

One of the fastest rising food categories in dollar volume, *Chain Store Age* says, is pet foods, which have climbed 70% in the past four years.

Dog foods are the major portion of this business, accounting for 82% of the dollar volume. Some 60 or 70 products are in this group, led by ten big brands that do about 40% of the total volume.

Cat foods account for 11% of the pet food volume—about ten brands are in that business—while bird and fish supplies account for 7% of the pet food dollar volume. #

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Current Deals and Offers

The San Diego market was the target of 11 different discount and contest offers promoted in the Thursday, July 23, *San Diego Tribune*. The daily carried the largest number of offers of any of the eight newspapers of that date from around the country checked by ADVERTISING AGE.

The dailies checked were the *Boston Traveler, Charlotte Observer, Columbus Dispatch, Dallas Times Herald, Detroit News, Knoxville News-Sentinel, Miami Herald* and *San Diego Tribune*.

The eight were selected from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time, all other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Where offers involve cents off, this means cents off of the regular price.

Product	Ad Size	Offer
Boston Traveler		
Ivory soap	1x20	One bar at half price with purchase of three bars at full price.
Star-Kist tuna	6x200	8¢ off coupon; $10,000 sweepstakes. Also in Dallas, San Diego.
Armour Star franks	5x200	10¢ off on any hot dog buns with purchase of Armour Star franks.
Beech-Nut baby juices	4x145	10¢ off on purchase of six cans.
Charlotte Observer		
None		
Columbus Dispatch		
Pepsi-Cola	6x95	44¢ off on price of sports car "T" shirt, with label.
Kroger peach ice cream	5x60	Price of half gallon of Kroger peach ice cream for price tag of purchased half gallon plus box tops from two Betty Crocker cake mixes.
Dallas Times Herald		
Folger's instant coffee	5x190	15¢ off marked on jar label.
Quaker puffed wheat, puffed rice and Muffets shredded wheat	5x195	25¢ refund for box tops of any two of the cereals. Also in San Diego.
Churngold butter	3x100	5¢ off marked on 1 lb. box.
Stokely's Ping, Pong and Pi-Li fruit juce drinks	5x195	10¢ off coupon on any of the three products. Also in Knoxville, Miami.
Colgin Hickory liquid smoke	3x110	Refund of purchase price.
Maxwell House instant coffee	2x60	20¢ off (in Thrif-Tee and Minyards ads).
Ipana tooth paste	4x35	15¢ off on large size, 12¢ off on medium size and 7¢ off on small size all marked on tube boxes. (in Wyatt's drugs ad).
Detroit News		
None		
Knoxville News-Sentinel		
Lipton instant tea	1x40	1½-oz. jar purchase price refunded. (in Quick Check store ad). Also in Columbus.
Miami Herald		
Chase & Sanborn instant coffee	1x40	10¢ off marked on 6-oz. jar (in Payfair ad).
Red Heart cat food	6x250	3¢ off on 15-oz. can, 2¢ off on 8-oz. can.
San Diego Tribune		
Kraft jellies, preserves	5x200	10¢ off coupon for one jar.
Royal gelatin dessert	4x55	Fourth package free with purchase of three.
Albers pancake and waffle mix	3x100	10¢ off coupon on Hills Bros. coffee contained in Albers mix box.
Minute mashed potatoes	2x250	5¢ off marked on box, introductory offer.
Snow Crop orange juice	3x200	10¢ off coupon on 12 oz.
White King cleanser	4x250	4¢ off marked on label, introductory offer.
Pam dry fry	4x160	25¢ off coupon on one can.
Canada Dry products	5x160	$65,000 sweepstakes. First prize: all the silver dollars winner can shovel in five minutes.
Nu Soft laundering additive	4x155	50¢ refund from manufacturer for label of one bottle.

Chicago Agency Broadcast Producers Being Listed

The Agency Broadcast Producers Workshop of Chicago is compiling a list of all people in the Chicago area who are employed in, or have had experience in, the supervision of radio and/or tv production operations of agencies. The list, expected to number about 75, will be made available to all Chicago agencies as a guide to who and where specialists in this field are.

A person's name on the referral list will constitute neither a recommendation by the workshop nor a display of interest by that person in changing jobs, Lee Randon, radio-tv manager of Henri, Hurst & McDonald and president of the workshop, emphasizes. "It's simply to streamline and simplify the previous hit-and-miss method of job placement," he says. The workshop's address is P. O. Box 9191, Chicago 90.

JWT's Mexican Office Offers $15 Guide to Mexican Market

Walter Thompson de Mexico S.A.—J. Walter Thompson Co. office in Mexico City—has produced a 106-page book, "The Mexican Markets." The volume, available in English or Spanish, contains a wealth of information on the Mexican market, including a statistical study of the country's 40 largest cities. Copies are available at $15 apiece from the Thompson office (Melchor Ocampo 469, Mexico 5, D.F.).

Business Newspaper to Bow

Toledo Business Research Institute, Toledo, O., will introduce a weekly, tabloid-size business newspaper about the middle of September. The publication, as yet unnamed, will contain a weekly summary of business activities; business, financial and industrial news, editorials and other features. Joseph Bernstein, who recently resigned from the market research department of the *Toledo Blade*, will head the enterprise.

'Tribune' Prints 'American'

The *Chicago American*, owned by the *Chicago Tribune*, began printing on *Tribune* presses July 27. Members of the *American's* editorial, advertising and circulation staffs will move into Tribune Plaza offices in several months.

MORE THAN 600,000—*Recordak, a subsidiary of Eastman Kodak Co., will use the August issue of Holiday for this ad, the first business equipment ad the magazine has ever published. The copy features American Express credit card headquarters' use of Recordak equipment. An extensive merchandising program, through J. Walter Thompson Co., has been planned, and other business magazines will be used.*

Catholics Fastest Growing Group in U.S., Directory Says

NEW YORK, July 28—The Catholic population in the U.S. is increasing in size and importance to the advertiser, with latest population figures placing the number of Catholics at 39,000,000.

The Catholic population is the fastest growing segment of the national family, with the Catholic family unit estimated as at least one person larger than the national family unit average.

Over 30% of all children born in the U.S. during the past five years were baptized as Catholics.

■ These and other marketing data on the Catholic population in the U. S. are included in the "Catholic Press Directory" for 1958, a new 96-page volume listing rates and circulation data of 619 Catholic publications in the U.S. and Canada.

According to the directory, published by the Catholic Press Assn., combined circulation of Catholic magazines and newspapers passed the 25,000,000 mark for the first time in 1959. Copies of the directory are available at $3 from the association, 6 E. 39th St., New York. #

Ford Names Packard

T. A. Ford Co., San Gabriel, Cal., manufacturer of plastic canteens, has appointed Jack Packard Co., Glendale, Cal., to handle its advertising. Consumer and business magazines will be used in Ford's campaign.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Heinz Reports Sales, Income Up

H. J. Heinz Co., Pittsburgh, has made new highs in sales and income for the fiscal year ended April 29 according to the company's annual report, just out. Consolidated net sales for the fiscal year ended April 29, 1959, were $316,856,669, an 8% increase over the $293,811,817 recorded last year. Consolidated net income after taxes during the past fiscal year rose 19% to $11,095,742, as compared with the previous year's earnings of $9,336,913.

Peters, Griffin Names Johnson; Moves Atlanta Office

Peters, Griffin, Woodward, radio-tv station representative, has appointed Bruce Forrester Johnson, previously a sales promotion executive at KOOL, Phoenix, an account executive in its Hollywood office.

The Atlanta office of Peters, Griffin, Woodward has been moved to 1372 Peachtree St., N. E.

PERSONALS

Close as a clean shave to the

DAVENPORT METROPOLITAN AREA!

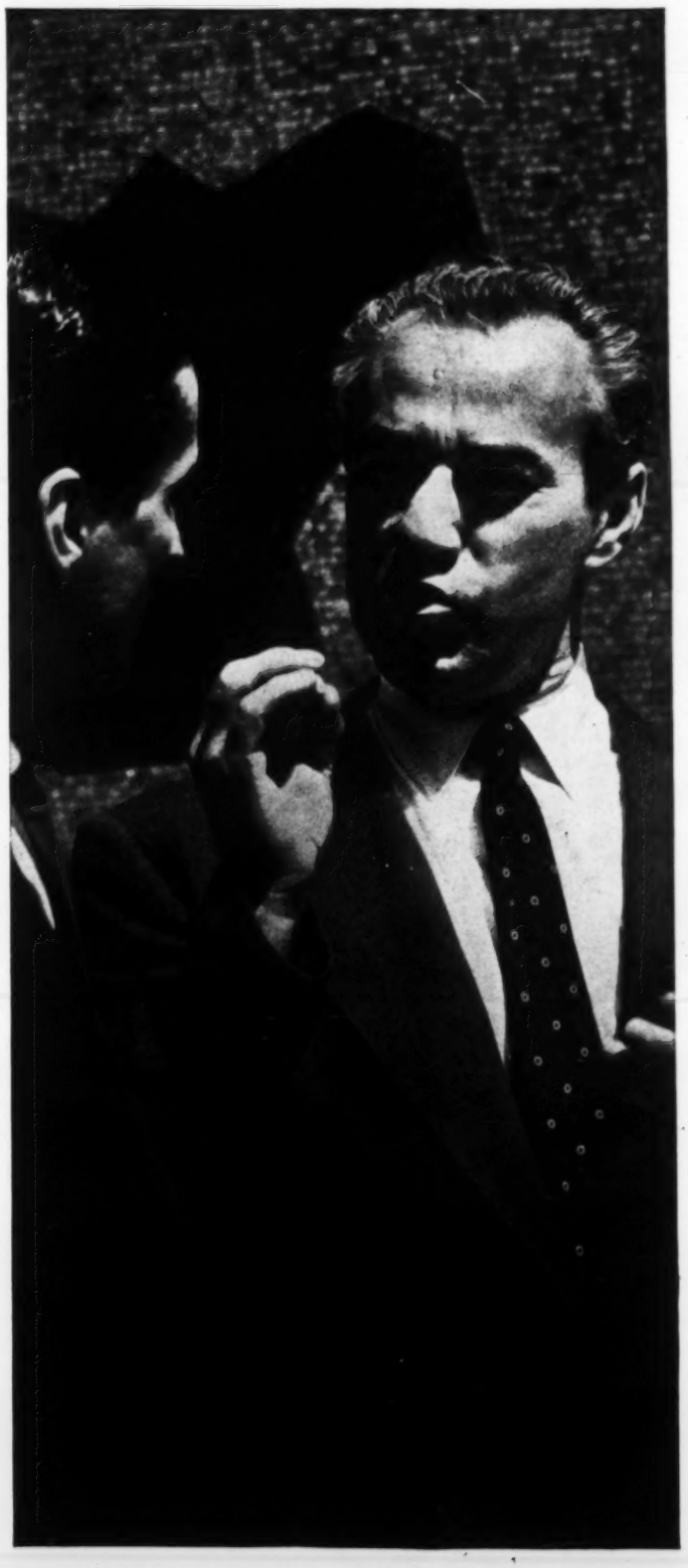
Davenport Newspapers ___ razor close to 272,600 Quad-Citians and their $6,384 E.B.I. per household ___ reach 100% of the Scott County, Iowa, population — plus substantial numbers in Rock Island County, Illinois — 7 days a week.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power



"Time dijo . . ."

". . . the 4 powers will . . .
the 21 nations have . . .
the 50 states are . . ."

Foreign affairs are especially important to the growing nations and industries of Latin America.

To keep up with international news and U.S. activities, executives and officials throughout that area read TIME every week.

And when they talk of the current events that affect their plans, they often make use of the words "TIME dijo . . ."—"TIME said . . ."

TIME LATIN AMERICA

The most talked-about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

Parade gives you twice as many advertising readers per dollar as any of the "big three" weekday magazines. One good reason—distributing newspapers reach nearly every home in town.

Parade

. . . The Sunday Magazine section of 60 fine newspapers reaching nine million homes every week.

Feature Section

Advertising Age

Cigar Ad Perplexes Creative Man
Woolf Shuns Brainstorming
How to Divvy Agency Expenses
Varied Chains Get Together

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Don't Waste Money on Low-Key Promotions' . . .

Grocery Trade Attitude Toughens on Manufacturers' Consumer Deals and Promotions, O'Connor Finds

Agency man Michael O'Connor, who has finished a cross-country trip to find out first-hand what grocery chain operators think about various manufacturers' consumer deals and promotions, found that operators are becoming 'harder to fool' and more adept at thwarting promotions that threaten their profits. Mr. O'Connor, whose findings are presented here, quotes operators and cites examples to support his many conclusions on such matters as direct-by-mail couponing, door-to-door sampling, special packs, contests, self-liquidating premiums, special displays and co-op advertising allowances.

By Michael J. O'Connor
Director of Merchandising, Tatham-Laird, Chicago

This report begins in the comfortable office of the president of Seattle's Thriftway chain. It ends with a talk with Joseph Mott on the floor of his new, much publicized store at East Hartford. In between these two points seven other markets were covered including San Francisco, Los Angeles, Dallas, Atlanta, Philadelphia, Detroit and Boston. Some 20 key chain operators and merchandisers were checked. Collectively, the operations covered by this report sold over $1 billion in grocery products last year.

The purpose of this trip was to try and find better ways to spend our promotional dollars.

■ Since the subject of promotions and deals covers so much ground, let's begin by setting up some categories.

1. **Prime consumer promotions** such as direct couponing and door-to-door sampling.

2. **Special packs** such as "off label" deals, re-usable containers, half-price sales using glued packages, in-package premiums, etc.

3. **Allowances** including cooperative advertising, display and promotional allowances, count and recount and "under the table deals."

4. **Secondary consumer** deals such as self-liquidating premiums, money mail back offers, most contests, newspaper coupon, etc.

5. **Special displays.**

Prime Consumer Deals Okay But Operators Can Nullify

The trade may resent, but it respects the power of, direct-by-mail couponing and door-to-door sampling. When operators estimate that the sampling or the couponing represents a major effort, they will stock and feature the item so promoted. But where the promoted item represents a threat to their profits, operators are becoming more and more capable of executing counterattacks nullifying the long range effectiveness of such promotions.

DEALS, DEALS—*Special deals like these—"8¢ off" for Fluffo, 7¢ off for Sanka and 10¢ off for Chase & Sanborn—are now flourishing on grocery shelves. Currently 70% of instant coffee volume represents "deal merchandise," says author Michael O'Connor.*

A typical counterattack was by an operator involved in the introduction of a new peanut butter. The chain merchandising manager feared that the new product represented a threat to his overall peanut butter profits. Nonetheless, he accepted the product for initial distribution because he estimated that the introductory couponing was too strong to overlook.

■ To reduce the effectiveness of the couponing, he selected only one size, potentially the slowest moving item in the new product line. This, as he put it, "was to soak up the coupons." Immediately after the coupons had been redeemed, he gave orders to his stores that the product was to be placed on the bottom shelf with limited facings until it fell below volume requirements and could be dropped from the order book.

The gist of the situation seems to be this: the chain executive is still impressed by the prime consumer promotions but he no longer feels helpless in coping with a product so promoted . . . he now knows how to fight back when he thinks it's necessary.

■ In some markets, operators resent the door-to-door distribution of full-size samples. They feel this practice robs them of profits which are rightfully theirs. Of the markets checked for this report, feelings ran highest in the Northwest, where one grocers' association has an agreement among its members that they will refuse for one year to stock any brand distributing full-size samples direct to consumers.

Farther soutn on the West Coast resentment existed but feelings did not run so high. In the South and East no resentment was found. Evidently this problem is regional.

Special Packs Preferred Over Promotional Allowances

Special packs—especially price packs—are becoming a growing problem for the food wholesaler and chain operator. Due to their desire to stay competitive, operators rush most price packs into the stores immediately upon receipt. This means they must set aside and hold regular inventories until price packs have moved through. It is easier to understand the severity of this problem when you realize that it is not unusual for an operator to have over 300 price packs in stock at one time. On Nov. 14, Wrigley of Detroit reported 326 different price packs in retail inventories.

In view of the problems with special packs, it is interesting that most operators still do not violently object to this type of deal. The reason is simple. They feel price packs do a better job of protecting their profits than the promotional

COUPON DEALS VULNERABLE—*If coupon deal is not profitable to operator, he can accept it but scuttle its success—as one supermarket did on a new peanut butter. Product was accepted by supermarket but limited to slowest-moving size (to "soak up coupons") and display was soon dropped to bottom shelf, limited facings. Reason: product threatened over-all peanut butter profits.*

allowance. As one operator put it, "On price packs I take full markup, but on a promotional allowance I often find myself in a competitive bind which forces me to join the manufacturer in taking a loss on every unit sold."

An example of this would be a 50¢-a-case promotional allowance on a 12-pack item. As a general rule, the "bell cow" or hot promoting chain in the market will reduce the price of the product so promoted 5¢ a package, which means that he is reducing his profit 10¢ a case. Other operators in the market feel they must follow suit, which means all are losing an additional 10¢ a case over and above that provided by the manufacturer . . . and profit loss, even 10¢ a case, is not a popular subject these days.

■ Not currently in broad use but important in some fields is the multi-unit package. It has appeal in the constant battle to increase the average customer expenditure. One type is the sleeve pack, which is easy to handle and lends itself to more profitable pricing. One West Coast chain I talked to was doing some experiments on its own in this area and was delighted to find that it could sell more soup at 5 for 49¢ than it could at 2 for 19¢.

The glued package half-price or price-reduction deal seems to be at low ebb in the grocery field. No one I talked to raised any major objections or, for that matter, evidenced any interest one way or the other. Glued packages just aren't in style at the moment.

Other special packs, such as re-usable

containers and in-package premiums, aroused only indifference in the trade. The exceptions were the new and unusual premium or re-usable containers, which seemed to offer an exceptional value. In one case, where a large-size soap was packed in a wastebasket, display in the stores was the rule, not the exception. However, operators reported they did not feature this deal in their advertising because allocations were too small to warrant a complete effort on their part. This point is important in planning deal packs, especially on slower moving items where normal store volume is in the neighborhood of a case per store per week.

Allowances Can Be Worst, or Best, of Promotion Devices

Allowances are offered for one of two reasons: to gain distribution or to get features and displays. Allowances are accepted for one reason: profit. Often neither objective is achieved. To get at the problems in this category of promotion, let's break it down into four parts:

1. Co-op. As the grocery trade gets smarter about its own advertising, the old fashioned cooperative advertising contract becomes less effective. Those contracts, calling for a one-inch box so many times a year, no longer produce results for the manufacturer. The retailer still runs them to help pay for his advertising but he doesn't expect the consumer to storm his checkouts as a result. As one very shrewd, analytical operator in Boston pointed out:

"We sometimes make some bad pricing mistakes in those little, one-inch boxes in the bottom of ads but they don't hurt us much—evidently the consumer doesn't read them. How much better it would be if we could accumulate the manufacturer's funds and run four good features a year that the consumer would pay some attention to."

The great need seems to be a revision of the manufacturer's appreciation of what the operator is trying to do with his own advertising. Today, many retailers are trying to build a franchise of their own through means other than the national brand. They are using their meats and produce or their store personnel as their main attraction. And with their greatly increased expenditures and the high frequency with which they advertise they are accomplishing their objectives.

In view of these changes it would appear that national manufacturers must find ways to adapt their cooperative advertising contracts to complement, rather than compete with, this trend. The answer seems to be to tie in co-op more closely with national deals and seasonal trends and, at the same time, permit the operator to accumulate funds to the point where he can make the featured product a major part of his advertisement—not a rate paying box.

2. Display and Promotional Allowances. Offers in this area vary from a modest 15¢ a case on soap to a new Chevrolet with a carload of chili. The current hue and cry from operators is for simplification. *The best offer is one that provides profitable increases in volume for the manufacturer and a fair profit to the retailer.*

The operators I talked to seemed to have no real objection to the manufacturer who required proof of performance, providing the deal or allowance served both parties' needs. They preferred the coupling of display or promotional allowances with consumer deals to insure quick movement and a fair profit for their extra efforts.

A Philadelphia operator cited as ideal an instant coffee deal which included a 7¢ off label deal for the consumer, plus a 25¢-a-case advertising and a 75¢-a-case display allowance for the trade. He liked the promotion because it did these things: it gave him extra profit; it permitted him to advertise and display the product; it gave the consumer incentive to buy; and, because of the nature of the allowance, it did not induce a price war among his competitors—which would probably have developed if the same money had been used for a count and recount or an open end promotional allowance. This, obviously, was a very rich offer. However, it is a good example of what is currently considered good: a deal to move it in—a deal to move it out—and a profit for the operator.

3. Under the Counter—and Out. The most insidious of all deals in this insidious category is the "bulk allowance" or "under the table" payment. In addition to being illegal, it usually sets a precedent that eventually leads to a profitless operation for the manufacturer.

The truth is that supermarket operators and buyers talk—the grapevine is good, and a special under-the-counter payment made in Boston is soon common knowledge in Los Angeles. It is just not the kind of thing that can be kept quiet. So, once a pay-off is made the manufacturer is in open season everywhere and he'd better be ready to buy distribution wherever he goes.

4. Free Goods. Extra product is acceptable and in most quarters welcome. This practice, used by many to help induce trade stocking of a new item, is considered good because it does not, as a rule, produce price cuts and it does offer the retailer extra profits, an always welcome thing. It is also easy to handle in the warehouse, requiring no special handling or IBM numbers.

This latter advantage is also of value to the manufacturer since it keeps his product off the "special" list and gives him "regular" status on the order book. This is important since "specials" die when the deal is over—"regulars" go on until removed by executive order. Free goods also, as a general rule, rate display because the profit incentive is there, and the trade likes to show its customers that they have the newest products available.

90% of Trade Ignores Secondary Consumer Deals

Secondary consumer deals are probably the greatest single area of waste in promotion. Self-liquidating premiums, money mail back offers, contests and newspaper coupons receive no reaction whatsoever from 90% of the trade.

I would like to digress here to stress the point that the modern grocery merchandiser has learned a great deal about promotions and their effectiveness. They are no longer fooled by the low key promotion—the kind which are produced by manufacturers to give the sales force "something to talk about" on their next call. Every merchandiser I talked to recognized the low key promotion, and they all made very accurate estimates of what the manufacturer should expect in the way of redemptions.

Their knowledge even extends to reaction by categories. For example, one operator told me he felt that a newspaper coupon good for 10¢ on frozen goods shouldn't pull over 2%, while a coupon on coffee should at least double that amount. I think this is pretty interesting when you consider that a lot of people in the advertising and marketing business couldn't give nearly as accurate an answer.

■ Contests are another device on which most operators are neutral. As one key chain merchandiser in Los Angeles put it: "Look, if a contest pulls a million returns—and I consider that a good contest—that means we will have about 50,000 people in this area who will enter. That means only 3,500, or 2.5% of our transactions for any given week, are affected—and very frankly, I don't think that is worth getting real excited about."

That same merchandising manager went on to say, "The only contests we tie in with are those that provide extra incentive for us to feature the deal. I have no objection to a contest idea if it provides a good theme for a display and if I can justify that display from a plus profit standpoint."

Another interesting fact concerning the secondary deal is this: according to most buyers, the smart salesman doesn't present the self-liquidating premium or the 25% refund offer to his customers. The operators guess the reason—that the smart salesman knows it will fail to get results and, consequently, doesn't want to "look silly" in the eyes of the buyer. Evidently, the only one profiting by such deals is the premium salesman.

■ The exceptions in this category are the new and the exceptionally novel offers such as the silver dollar deal, which was used to introduce TV Dinners. This deal is still remembered and held up by the trade as a good exception to the rule.

The reasons why the trade fails to get excited about secondary deals seems to be pretty simple—secondary deals don't produce enough consumer interest and demand to make it worth featuring and displaying the item. And, as he pointed out earlier, the smart chain merchandiser is no longer easily fooled by the "token deal." Thanks to his modern bookkeeping and inventory control systems he knows what to expect. As one man in San Francisco put it, "There ain't no emotion in the IBM machine, and, thank God, the RAMAC can't read a flop-over presentation."

Display: Too Big, Too Small, Too Late

Waste in display materials still exists and in great quantity. The stuff isn't the right size—it's too long on commercial and too short on theme—it's not wanted in the first place—or it's wanted but arrives too late. As for lateness, several operators told me they have adopted the policy that if the material isn't available and on hand when the salesman presents the deal they do not accept the offer. This policy has come about as a result of too many promises that didn't come true.

The most popular display materials currently in broad use are theme materials which permit store-wide or department-wide use.

■ Probably the greatest area of opportunity and the least exploited display

The Creative Man's Corner . . .

'Smoother Smoking' Story

This ad for Robt. Burns De Luxe cigars is one of the more perplexing we have come upon recently.

For one thing, the phrase "Panatela Profile" is a rather weak pun. Or *does* it mean a man looks smarter in profile smoking a panatela shape?

For another, if the profile given were about someone of some prominence, the interest factor might be greater than it is—but it isn't. In fact, it's termed a "characterization," from which we deduce that Vic Barringer, architect, Orlando, Fla., is a slightly fictional person.

Then the copy is all done in handwriting—difficult to read when it's printed on white. But *this* handwriting is printed over sepia!

Only honest type on white space in the whole ad is down in the lower right-hand corner—if you ever get to it—which states that "the reason for Robert Burns' unique mildness" is "Smooth Smoke Binder Tobacco—a new form of tobacco, completely veinless for even burning . . . smoother smoking."

Isn't this the real, the essential story? And, if so, why waste so much time on a dull profile of a completely uninteresting person?#

Who Looks After the Other 27 Minutes?

For $100,000, more or less, you can buy one half-hour of network television with three minutes' worth of commercials. And books have been written about the care, the prayer, and the talent it takes to get your money's worth out of those three minutes.

But unless the other 27 minutes attract and hold an audience, you may as well skip the commercials.

That's why one of the key jobs at the Leo Burnett Company isn't held by an advertising man. Our TV Story Editor is a showman. His job is to check every script before it's made into a program.

The job description says: "he must have a sound sense of showmanship, a good head for costs, and a solid feel for splicing nine minutes of quality entertainment between every minute of commercial."

He has, and it helps our clients get their full $33,333.33⅓ worth for every commercial minute.

We try to give the following clients their money's worth: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

device is the traveling spectacular. Every operator I talked to stated that he could and would use one or two traveling spectaculars which offered extra size, dimension and/or movement. If it added excitement to their stores and provided a good theme for display without taking up too much floor space they would welcome this kind of material. And, if it would easily permit the tie-in and display of other, preferably long profit items, it would be doubly welcome. A good example of this sort of event is the Betty Crocker spectacular currently in circulation and the Star-Kist lighthouse. These units were consistently cited as very usable, desirable selling aids.

As one operator put it, "I'll be damned if I'll put up a lot of pictures of cans and bottles and packages in my stores—what I'm interested in is stuff that will give my stores a little class and excitement —that's what I'm looking for."

Watch Your Timing— Don't Force Off-Season Selling

Since my trip was made in October and November, the problems of Thanksgiving and Christmas conflicts were most prevalent. It is amazing how many manufacturers who haven't as yet figured their way into the holiday essentials category still try to get into the act. They should remember: during the holiday season the retailer is preoccupied with those items that offer long profits or highly accelerated turnover.

Along the same lines, some manufacturers still attempt to force heavy inventories on off season merchandise in hopes that added display will overcome their sales problems. In this instance it is possible to fool the trade once—but not more than once. But, even more important, a summer failure on a good winter item, or vice versa, makes it doubly difficult to sell a buyer or merchandiser on promoting the brand when the time is right.

It may seem hard to believe, but most operators still complain that they still don't get sufficient advance notice about promotions. Because their planning operations have become more complex and slower, most supermarket operators now require at least six weeks' notice if they are to include the manufacturers' promotions in their advertisements and promotional plans.

Chains Will Resist Promotions Without Profits

Ever since there was a grocery buyer the manufacturer and his representative have been told by the trade that profits were a problem and they "had to have more." This practice has been going on for so long that it is hardly ever listened to, yet today the problem has become truly acute. The operator who used to be happy with a net of three-quarters of 1% is now striving for 1.4% or 1.5% or more. His bankers have told him he must have that much. The teamsters union controls his trucks and his warehouses. The retail clerks union dominates his store, and the insurance companies or the investment groups own his real estate. All of these factions are raising the ante and there is only one answer—profits must go up. If they don't, the operator has to take action. He has no choice.

It is important for the promotional planner to understand and appreciate this profit situation, for if promotions continue to drive prices and profits down, the operator must resist. On the other hand, if promotions can contribute to profits, interest is assured—for throughout chain organizations today the subject of profits is paramount.

■ A good example is the current situation on ready-to-eat cereals in Los Angeles. In recent months operators have generally increased their profits on cereals from 12% to 18%. The result has been increases in shelf footage and volume improvement.

SUPERMARKET PERSONALITY—*Supermarkets are trying to overcome cold, impersonal sameness, says Michael O'Connor. In Mott's new store in East Hartford, hostess circulates in store. She also writes personal column for Mott's weekly ads.*

In Boston, the general increase in profits on soup from 12% to 17% has practically knocked out all interest in private label, which an executive in one of the top chains told me had been running high until profits were improved in this category.

Manufacturers Talk, Trade Isn't Listening

About 90% of all manufacturer communications with the supermarket operator is on the subject of promotions and deals. It's shocking when you consider that at least half of all the deals we talk to the trade about are of no interest—they are things the trade has no intention of doing anything about.

The problem here seems to stem from old fashioned reflexes developed in the days when the trade was more gullible —when emotion, hunch and salesmanship, not the IBM, were the prime influencing factors in making decisions to buy and feature.

The answer: Either make more, stronger promotions (and budgeting problems place some important limitations on this route) or find something else of value as a talking point between buyer and seller.

Supermarket Trend: Individuality

Currently, most supermarkets look like most other supermarkets. Needless to say, this basic lack of difference, or corporate personality, forces the operator to resort to price and private label as a means of attracting and holding customers. Smart operators are studying ways to develop personalities of their own.

In a suburb of Los Angeles the small but smart El Rancho chain has just opened a new store which devotes an island end to a meal planning center. In this location the best known, most widely read cook books (Betty Crocker, *Good Housekeeping*, etc.) were displayed on chains so a shopper who found an interesting buy on meats or produce could look up her favorite recipe and add the required ingredients to her shopping list.

■ Currently, the A&P is experimenting with a radically different type of store design. They have built an early American store carrying the theme from exterior to the interior, and it seems to be effective.

In East Hartford in Mott's outstanding new store there is a hostess circulating in the store. And that same girl writes a personal column for Mott's weekly advertisements . . . the results speak for themselves.

What all these people seem to be aiming at is the development of a distinct, different corporate personality. Something to set them apart from their competitors—something other than price that will attract and hold customers.

If these early experiments prove successful, the need for greater flexibility in manufacturers' promotions and deals becomes obvious. Manufacturer promotions will need to be adaptable to the store's theme or personality.

Tips on Selling Through Grocery Chains

From all this there seems to come these fundamentals:

• Today's supermarket operator is smart and getting smarter—don't try to fool him.

• Good strong consumer promotions are still worth the money.

• Don't waste your money and the trade's time on low-key promotions.

• If you want cooperation at the retail level and if you don't want to encourage private label invasion, remember the operator's profit requirements.

• Remember there is no such thing as a national market. Strong regional differences still exist and it is the wise promoter who takes those differences into consideration when making his plans.

• There seems to be great opportunity for the development of new, exciting and spectacular display materials.

• Flexibility in in-store promotions and in the case of cooperative contracts becomes more and more important as the supermarket operator strives to develop strong corporate personality.

• Make sure you plan promotions far enough in advance to let the supermarket operator include you in his plans and make sure your materials are ready and available when you present your deal—not after the dealer's ad has run.

• And, most important of all, don't forget that creative imagination is still the most important ingredient in promotion —it's even better than money. #

On the Merchandising Front . . .

The Chains Mix It Up

By E. B. Weiss

It's no longer news when a food super chain opens a food department in a discount chain. Nor is vice versa in this mixing-it-up of the chains any longer extraordinary news.

But it may be news to some merchandising men that this tendency of the chains to form mix-matches is broadening out to take in quite a diversity of chains. A fairly recent example of this broadening trend toward mix-match among the chains—the Vim Electric hard goods chain has opened a tv-appliance-electric housewares department in a Safeway food super. If this marriage works out successfully, the plan is to bring Vim into other Safeway outlets.

E. B. Weiss

The trend is not really new. Many years ago Macy's tried to establish a departmental operation in a few other stores on its private brand line of drugs, cosmetics, etc. It didn't work out very successfully.

Later on, a fur chain that had been quite successful in its own store units opened lease departments in a number of department stores. I think this also fizzled.

■ But in more recent years the concept has been more expertly developed—and it is now taking firm hold. The Barton Candy chain operates Barton candy departments in a number of leading department stores with splendid success. The mix-matches between food supers and discount chains are very much in the news. Some food chains and drug chains have entered into this kind of wedlock. Some of the leased department syndicates operating through department stores are home-based on a retail chain. Several shoe chains are operating departments in discount chains and elsewhere. At least one large mail-order house has opened a type of catalog-counter unit in food supers.

Moreover, the rash of retail mergers that is bringing together *different types* of chains—a drug chain and an apparel chain, a food chain and a hard-goods chain, etc.—really leads to this same end result. Thus the drug chain that recently took over a women's apparel chain will unquestionably emphasize soft goods more strongly in its drug outlets and make use of the prestige of its acquired women's apparel chain in so doing. Ditto for the contemplated marriage between a food chain and a hard goods chain.

■ There is, incidentally, one very potent reason for this mix-matching between different types of chains. That reason stems from the fact that some of the newer merchandise categories added by the various types of chains have not turned in a satisfactory net profit performance. Therefore, the chains are turning to experts—and the reasoning is, that when a food chain goes strongly into hard goods, why not turn that hard-goods operation over to an experienced hard-goods chain? Ditto when a discount house, which started out as a hard goods chain, goes into food.

And all of this is part of the trend I have been marking out for several years toward a broadening of the leased-department concept. There is no question that the leased department concept is right now spreading with extreme rapidity—and I suspect that not many manufacturers have thought in terms of the need for divisional specialization within their organizations blueprinted for the specific function of merchandising to and through the leased department. #

Tips for the Production Man . . .

Sources for Photographs

By Kenneth B. Butler

Not a small wedge of the production man's pie is the capacity to come up with good pictures in instances when opportunity or budget prevents giving the assignment to a commercial photographer. Stock photos, of course, are a real convenience and quite reasonably priced. These have been discussed previously and their value fully appreciated.

There is a rich store of certain kinds of photographs, free for the asking, wherever they fit the circumstance. For example, the well established *Feature*, a selection of current photo features available free to editors, and a recent service called *Precis*, modeled pretty much along the same lines.

Feature is a publication, or periodic

Who REALLY *makes the headlines bloom in the booming* Chemical Industry?

See through the razzle-dazzle and you see it's the executive with the *technical* know-how: the CHEMICAL SPECIALIST

DURING the recent American Chemical Society meetings in Boston, the nation's newspapers and news broadcasts bristled with some of the heaviest coverage given a major industry since World War II. The sheer drama of chemistry's accomplishments shouldered aside, for once, the daily diet of crime, politics, sports, the cold war, the latest strikes.

Little wonder. Read some of the headlines for yourself:

Peril to Unborn Children Seen In Another Kind of Strontium

Synthetic Whiskey May End Hangovers; Chemists Call 'Instant Liquor' Also Possible

'HELL FIRE' TESTS URGED BY CHEMIST

These and scores of other dramatic news headlines proved the Boston meeting to be one of the most important scientific gatherings of many years. Yet these are only a few of the tremendous accomplishments that make *today's and tomorrow's* chemical industry the most universally vital industry in our modern economy.

Note how these headlines touch the lives, emotions, hopes and fears and homes and families, of every man, every wife, every child. Only a Death Valley hermit could escape their prodigious impact. *Today and tomorrow*, everything we buy, eat, use or wear would not be possible in their present form, without *Chemistry and Chemical Engineering* somewhere along the line.

But what is most important to you, who manufacture, advertise and sell to chemical organizations, is this:

The process Chemical Specialist is THE man you must sooner or later sell because, regardless of company title, he is the ONLY man who is technically, scientifically qualified to make decisions involving the specifying and buying of chemicals, instruments and equipment.

True, someone else in the company may sign your order or dig up the money to pay your invoice.

True, company operation may require a wide range of specialists in many lines—accounting, legal, electronics, materials handling, shipping, personnel, economics, finance, maintenance, sales, administration, marketing, advertising, and heaven only knows what-all.

BUT WHEN IT COMES TO ACTUALLY SELLING YOUR CHEMICALS, INSTRUMENTS AND PROCESS EQUIPMENT, THE CHEMICAL SPECIALIST, SINGLY OR GROUP-WISE, IS YOUR MAN.

What does he read while in a CHEMICAL frame of mind?

This Chemical Specialist, busy as he is, cannot be reached and sold through conventional advertising and selling channels.

Being a professional scientist, chemist or chemical engineer, whose job demands that he live and work in a scientific, *chemical* frame of mind, he reads (because he must) publications that keep him informed on what is going on in the technical world of chemistry day after day.

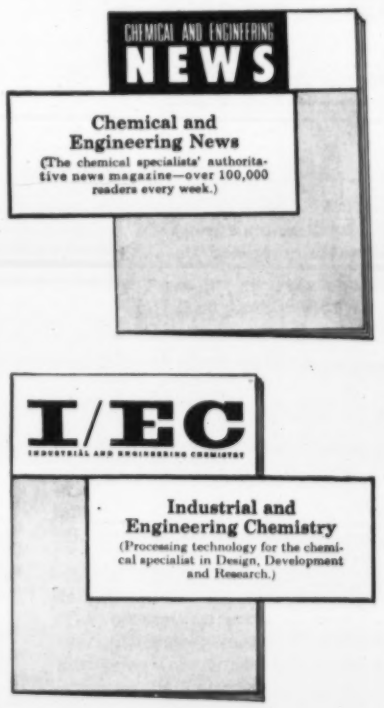
He reads CHEMICAL & ENGINEERING NEWS regularly every week because this is where he has to go for complete, timely, authoritative, accurate news of the chemical process industries, without which he would soon cease to keep professionally up to date.

He reads INDUSTRIAL & ENGINEERING CHEMISTRY because this area of Design, Development and Research is where the chemical industry makes up its mind on new chemicals, bulk chemicals, chemical equipment and instruments for use in process development, pilot plant, and commercial operation.

CHEMICAL & ENGINEERING NEWS reaches more chemical specialists (100,000) than any other publication in the world. Twice the circulation of any other publication serving the field. The basic, authoritative, accurate newsmagazine that covers all facets of the processing industries and the chemical profession. Its authority is its trademark. Its editorial staff, and the spontaneous resources of the American Chemical Society permit a job which no other publication can match. Its circulation is referred to as Management-In-Depth—president to production manager to research director to supervisor to chemist to chemical engineer—in short, the Chemical Specialist himself. This means that advertising in C/EN hits right across the board, into your primary and secondary purchasing areas. That's why advertisers spend more dollars in C/EN than in any other publication serving the chemical process industries.

INDUSTRIAL & ENGINEERING CHEMISTRY reaches the most important area of the chemical process industry: Design, Development and Research. It is here that new plants and processes are designed and existing ones improved. It is here that chemicals, equipment and instruments are picked for use in the full-scale plant. Your best chance to sell the chemical process industries is to reach and sell Chemical Specialists who function in Design, Development and Research. And 70% of I/EC's readers function in this area. Its editorial pages emphasize design and construction of new plants, equipment and processes and the improvement of existing ones. Every I/EC article goes through a rigid reviewing system—is checked by at least two leading authorities in the field for timeliness, value to the reader and accuracy. That's why leading reference manuals as well as many other technical magazines quote I/EC more than all other technical publications *combined*.

The manufacturer who really wants to reach and sell the heart-and-soul of the chemical industry *should go into these two publications first* with his advertising—no matter what other chemical publications may also be on his list. Without these two magazines, any list in this field is incomplete.


CHEMICAL AND ENGINEERING
NEWS
Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)
I/EC
INDUSTRIAL AND ENGINEERING CHEMISTRY
Industrial and Engineering Chemistry
(Processing technology for the chemical specialist in Design, Development and Research.)

PUBLISHED BY
The American Chemical Society,
1801 K St., N.W., Washington 6, D.C.

ADVERTISING MANAGEMENT
Reinhold Publishing Corp.,
430 Park Avenue, New York 22, N.Y.

☞ NOTE: CHEMICAL AND ENGINEERING NEWS' *10-minute presentation, telling the factual story of "Management in Depth" in the chemical industry, is now available. Also send for Mills Shepard's "Analysis of Advertising in Chemical and Engineering News"; the CPI "Market Target" series; and "Monday Morning in Pittsburgh", a dramatic story showing C&EN's depth-coverage in the Pittsburgh area. Phone or write:* A. STUART POWELL, *Reinhold Publishing Corporation, 430 Park Avenue, New York 22, New York, MUrray Hill 8-8600. Offices in Chicago, San Francisco, Los Angeles, Cleveland Seattle, Houston, Denver and Tulsa; phone numbers and addresses in local directories.*

☞ ☞ NEW OVERSEAS EDITION: INDUSTRIAL AND ENGINEERING CHEMISTRY *is now published in two editions: The domestic Edition, and a new International Edition published here and distributed abroad. Domestic black-and-white page rate is $395, International $250, combination $495. Send for complete new information on new marketing opportunities for American-made chemicals, equipment and instruments abroad. Phone or write* SCOTT LEONARD.

catalog, available free by request to Central Feature News Inc., Times Tower, New York 36. *Precis* is issued by North American Precis Syndicate Inc., 220 W. 42nd Street, New York 36.

■ Each new release of these publications presents a synopsis of approximately 70 stories and pictures available without cost from leading U. S. industrial companies, agencies, and institutions. The glossy photos are 8x10", the stories approximately 500 to 800 words. The editor is free to adapt the copy to suit his publication. In most cases the photos are not flagrantly promotional of the product or service provided by the organizations which make the material available. The credit may be a simple "photo courtesy" if desired.

The pictures and story data cover personalities, products, industry, recreation, women's subjects, modern living, homemaking and "how to" projects of many kinds. The quality of photography is excellent.

■ There are additional fertile sources of photographs without charge from agencies of the U. S. government. These include the various branches of the armed services, government buildings, national parks and shrines, wild life, agriculture, and the multifold activities of the many bureaus and branches of the national government.

The state governments, likewise, are able to supply photos of state parks and shrines, state highways, bridges, and state government activities such as fish hatcheries, agriculture, conservation, rivers and harbors, canals, state police, toll roads, and hundreds of other activities.

Also available to production men are photos from state tourist bureaus, local chambers of commerce, and from the public relations departments of most of the larger U. S. industrial companies.

Thus it may be seen that with a little digging, there is no need to go without illustration, even if the budget is skimpy.

Agencies Ask Us . . .

Agencies in Financial Wonderland

By Kenneth Groesbeck
Advertising Agency Consultant

"Will you give us, please," writes a California agency head, "a further breakdown of your agency expense formula? Is it sufficient, in your opinion, for salary expenses to be divided only into direct (applicable to specific accounts) and indirect (for the general agency operation)? What do you do with travel?"

Kenneth Groesbeck

This question is typical of many which come in from agencies bewildered with the generalities of most accounting reports. Actually, our business is so different from all other occupations that it is extremely difficult to prove whether or not our expense money is being properly spent, and which divisions are actually bringing in a profit.

The answer is, of course, that each dollar expended in the agency operation should be allocated, not to general terms such as "salaries" but to specific functions. By and large, we agency managers house ourselves, provide the necessary equipment with which to do our jobs, and then spend our time wearing several hats. The jobs under these hats are, broadly, administration, contact with present accounts, thinking about or producing copy and plans, going after new business, and research. Even our employes function under all these divisions of labor.

■ I have just been examining a sheet which breaks down agency expenses into percentages of gross income. Items 2 and 3 are for "payroll, principals and employes." How in the world can worth while understanding of the soundness of the operation stem from such generalities? Both of these activities belong under subdivisions indicating what the salaries were paid for. There are at least four subdivisions needed—overhead, contact, new business and copy-and-plans. Instead of two percentages of expense to examine, we should be looking at eight! When we once segregate the various jobs for which salaries are paid, we shall be able to see which operations are profitable and which are being conducted at a loss.

How can you evaluate the expenditure for travel until you dig in deeper and put down what the travel was for? Obviously it might have been for contact with present clients, for trips in search of new business, for the assembly of information on which to base our copy and plans, or for excursions into various markets on which to base reports for which the client pays.

■ Mind you, this sheet I have been examining is a most conscientious attempt to ascertain expense percentages, so other agencies can compare theirs with the averages reported by several agencies which participated in this consensus. Yet the first nine items in the breakdown are totaled into a tenth headed, "all direct overhead." Some of the percentages included are obviously indirect.

Agencies definitely have to add a new dimension to their financial reports. It must be a functional one, with its feet solidly planted in time sheets, which themselves must be not only by accounts, but by function.

We must continually ask ourselves "What did we do, and which of our doings paid off in profits?" Such terms as "salaries" and "travel" give us no information whatever on what we did to earn our keep.

■ Another fertile source of agency bewilderment, financially speaking, is unsound projection or budgeting. We never seem to learn the lesson long ago learned by engineers, to allow what they wisely call "a margin of safety." Experienced in the cussedness of inanimate objects, scientists figure as closely as possible what stresses and strains will be encountered and then add a liberal percentage to take care of the unexpected.

Who ever heard of a bridge engineered to carry only the load it is expected to handle? If bridge builders figured this way, the mortality among bridges would be formidable, yet we advertising bridge builders figure only on what we expect to happen, and if we modify our figures at all we do so in the direction of optimism. Take 10% *off* your expectations, rather, and stick it back at the end of the year—if it materializes.

Finally, most of us spend what we have to spend, as we think, and hope to come out with a profit. As I have so often said, it is a lot smarter to put aside the expected profit first, and spend what you have left.

Believe it or not, one of my good friends asked me in a meeting the other day: "What happens if you can't cut expenses?" I asked him: "What happens if you live in too expensive a house? Either you move into a smaller house, or you go busted."

Constantly I am reminded of how difficult it is for creative people to be financially realistic.

To over-simplify the whole question, perhaps, it seems that agency success stands on two feet only—good creative work and sound financial management. One appears to be just as important as the other. #

Employe Communications . . .

The Questions-and-Answers Department

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

When a company decides to start or to modernize a publication for its employes, it normally asks itself, among others, the following questions: "What shall we do about personal items in our little paper?" and "Is there any justification for our establishing a questions-and-answers department?"

So long as presses continue to operate, the answers to both questions will be hedged with "ifs" and "buts." The decision on the first depends upon several factors too lengthy (and too controversial) to discuss here. The decision on the second depends upon the answer to still another question: "How frank are you willing to be?"

■ The questions-and-answers department is the great in-and-outer of employe communication. It is the department that is here today and most likely gone tomorrow. It is jettisoned for any of a variety of reasons: (1) The president gets tired of answering questions, if he is the author; (2) The president gets tired of reading some other executive's answers; (3) The questions are much too hot to handle; (4) There doesn't seem to be any employe interest in the department.

If the company is willing to take the queries with the rough edges, it may do a lot worse than to initiate a q: and a. department. This is something employes like as a means for blowing off steam, and if the management's answers are reasonably full and fair, the department will do the company some good.

■ It isn't a model department by any means, but the "What's Your Question?" department in "Extract," the publication of Merck Sharp & Dohme, Philadelphia, has a lot to recommend it. It is managed by the company's president, John G. Bill, and one of the appealing features of it is the president's obvious willingness to admit a fault on the part of the company. The executive doesn't work himself into a defense position from which he can slug it out with an anonymous critic. If the organization has muffed something, the president says so and states either that the situation has been, or will be, corrected.

Recently an employe wanted to know why, with all the new, modern equipment, there couldn't be a quiet vibrator on one of the filling machines. The president conceded that the filling process actually had created noise and dust, and he reported that the department managers had been concerned about it. He said the situation had been corrected through the use of a substitute filler.

Another employe squawked because one of the rest rooms wasn't being suitably maintained and that supplies were running out. The president acknowledged the arrangements weren't satisfactory, that they were being changed and that, if there was any further failure of the service, the employe should call the service department.

■ The disgruntled employe with a gripe to air usually is satisfied, in part, just to air it. If the condition he complains about is corrected, he feels even better. What he dislikes is to be turned aside, to be frowned upon for voicing a criticism in a department to which he has been invited—even urged—to contribute.

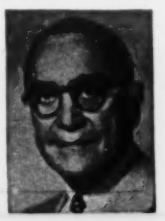
Sponsors of such departments recognize that a gripe is a grievance in the making, that a letter to the editor often veils a threat that can be abated with a sensible answer. To them, that is worth the effort the department involves. #

Salesense in Advertising . . .

The Source of Great Ideas

By James D. Woolf
Creative Consultant

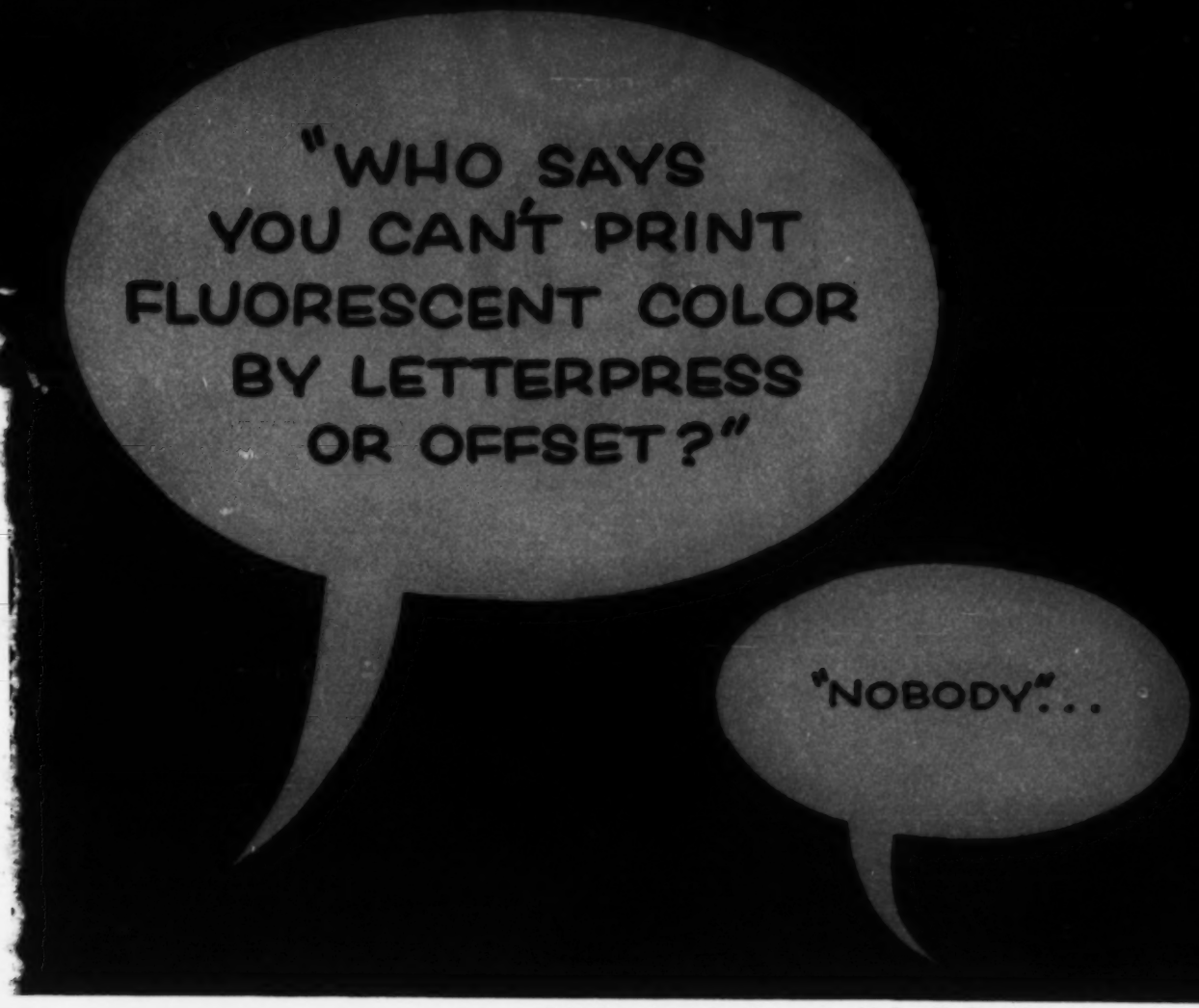
For a long time I have been intending to say what Lynn Baker Inc. says in the agency's May-June newsletter: "A creative triumph is the achievement of an individual mind and imagination. Great writers have described literary creation as a 'lonely' work; that is true whether the creation is a sonnet or an advertisement. Writers can exchange ideas; they can work closely with artists to harmonize the written and pictorial elements of an ad. But the source of the creative idea is in the mind of an individual. Great art—and great ideas—cannot be created by conferences or committees."


James D. Woolf

The Baker Newsletter goes on to say that "creativity is the one thing you can't do *without* in the agency business, and too much stress on staff work, group work, and committee work can be very damaging to creativity. In the final analysis, creativity is an *individual* thing. Remember, it only took one guy to paint the ceiling of the Sistine Chapel, one man to write *For Whom the Bell Tolls*, and one composer to dash off 'Stardust.' Do you think 'Stardust' could ever have been written by a committee?"

My personal experience supports the Baker view. I have yet to see a great advertising idea come out of a brainstorm-

the other. #



Printed two impressions letterpress with Day-Glo Dawn Rose ink

New Day-Glo® printing inks make fluorescent color practical to use on largest printing runs!

Now there's nothing to stop you from using vivid Day-Glo colors on *anything* you print—*no matter how large the quantity!* The breakthrough is here with the new line of genuine Switzer Day-Glo Letterpress and Litho inks that run smoother, print cleaner and give brightness unmatched by any previous fluorescent printing ink.

Both inks have been printer-proved by millions of impressions on large and small runs, on large and small presses, on packaging, labels, direct mail, magazine inserts, covers, streamers and displays.

For every piece of advertising or promotion material that you have a hand in—look to Day-Glo printing inks for a new dimension in brightness, impact and visibility. Seven brilliant inks to choose from. Write today for color chips and further information. Indicate preference for litho or letterpress, or both.

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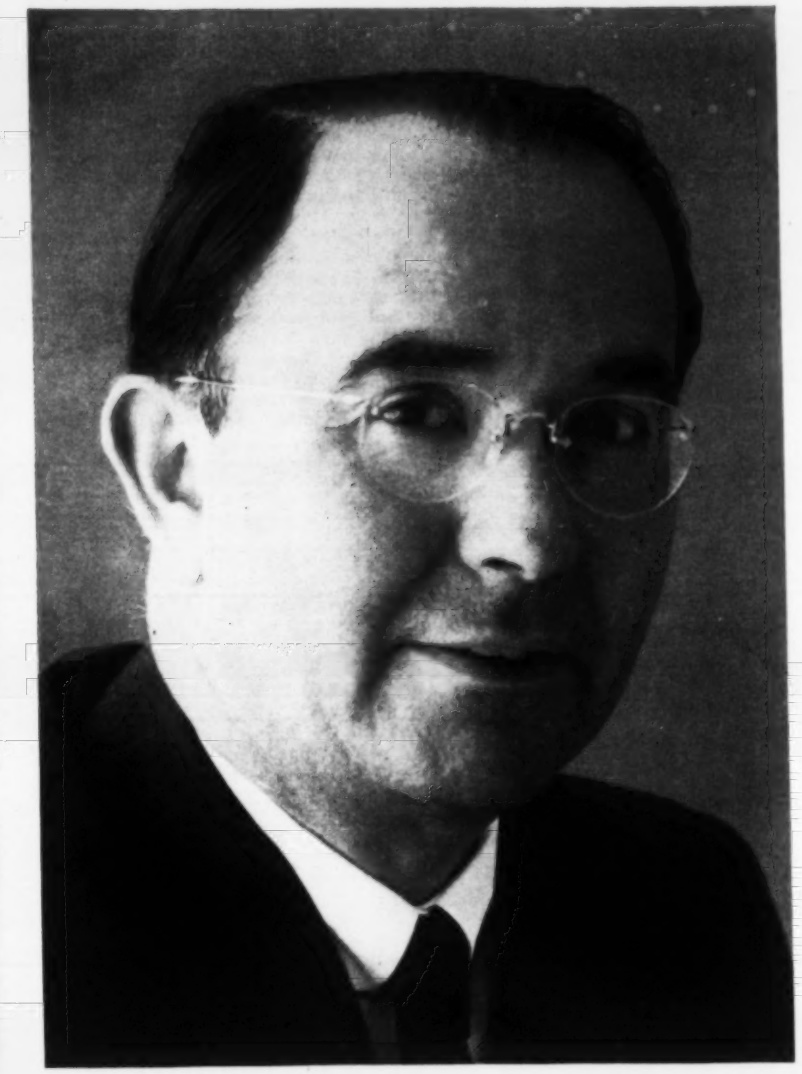
Day-Glo is the registered trade-mark of Switzer Brothers, Inc.

Don't overlook Day-Glo by SCREEN PROCESS, Day-Glo by GRAVURE – or Day-Glo coated papers and board.



"Ad Age does a first-rate job for me..."

says **MAXWELL DANE**
Vice-President and General Manager
Doyle Dane Bernbach Inc.

"Advertising Age does a first-rate job in keeping me posted on what's happening in the field of advertising. Its news reporting is reliable as I have discovered on the occasions when I personally knew the facts—and its reporters are always digging for the whole story. And, of course, the Ad Age annual report on agency billings has become the bible of the business."

Before founding Doyle Dane Bernbach in 1949 with Ned Doyle and William Bernbach, Mr. Dane ran his own agency under the name of Maxwell Dane, Inc. for about five years. Previously he had been advertising promotion manager of Look Magazine (where he first met Ned Doyle), Radio Station WMCA and the New York Evening Journal. Also he had been an account executive at Dorland International and advertising manager of Stern Brothers, the New York department store.

Outside the business world, Mr. Dane has devoted time to a number of community and philanthropic interests, including the Boy Scouts, the United Jewish Appeal and the American Civil Liberties Union. He was 1958 chairman of the New York University Seminar on Advertising Agency Management. He is also a member of the AAAA Committee on Agency Administration.

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Ellis Leavenworth, Victor in Cellophane, Cola Cases, Is Dead

WAINSCOTT, N. Y., July 28—Ellis W. Leavenworth, 75, a specialist in trademark law, who was instrumental in having the words cellophane and cola declared generic terms instead of trademarks, died yesterday of a heart attack at his summer home here. He lived in New York.

As a partner and founder of the New York law firm of Watson, Leavenworth, Kelton & Taggart, Mr. Leavenworth represented Waxed Products Co. in lengthy litigation when it was sued unsuccessfully by E. I. du Pont de Nemours & Co. for alleged infringement of its trademark rights in the word "cellophane." In 1936 the U.S. Supreme Court ended the case by refusing to review an appeals court decision against Du Pont.

In 1942 Mr. Leavenworth won his "cola" case in Delaware in his defense of Nehi Corp. (now Royal Crown Cola Co.) against a suit by Coca-Cola Co.

■ Mr. Leavenworth was the author of a report, "Lost Monopolies of Names & Things," made in 1938 to the American Chemical Society. In it he listed cellophane, aspirin, kerosene and linoleum as among the words that had once been claimed as trademarks but which had been so widely used as generic names that they were worthless to manufacturers as trademarks for particular brands. The report was widely circulated and quoted.

WILLIAM D. CARMICHAEL

CHAPEL HILL, N. C., July 28—William D. Carmichael, 86, former vp for advertising of Liggett & Myers Tobacco Co., died here July 25, following a heart attack. He was one of the early leaders of the modern tobacco manufacturing industry in North Carolina.

Born in Little Rock, S. C., Mr. Carmichael was graduated from the University of North Carolina. He taught school for 15 years before joining Liggett & Myers. He was general manager at Durham for a number of years before going to New York as vp in charge of advertising for the company. He retired in 1943.

RUSSELL C. FRANCK

SOUTHOLD, N. Y., July 28—Russell C. Franck, 56, advertising production manager of the grocery division of Standard Brands, New York, manufacturer of food and other products, died yesterday of cancer after a long illness at his summer home here. Mr. Franck began his career in the composing room of the *New York Times* and was head of composing room makeup when he left the *Times* in 1944 to join Standard Brands.

WILBUR C. JEFFRIES

LOS ANGELES, July 28—Wilbur C. Jeffries, since 1921 a partner in Crossley & Jeffries, which was later merged to form Guerin, Johnstone, Jeffries Inc., died at his home July 18. Mr. Jeffries was born in Peterboro, Ont., and flew with the Royal Canadian Air Force in World War I.

Pilot Radio to Smith/Greenland

Pilot Radio Corp., New York, maker of hi-fi equipment, has appointed Smith/Greenland Co., New York, to handle its advertising. Marwell Advertising is the previous agency.

C. E. Doolin, 56, Singlehanded Builder of Frito Co., Dies

DALLAS, July 28—Charles Elmer Doolin, 56, founder and board chairman of Frito Co., died July 22 in a hospital here, following a heart attack suffered July 18 at his home.

Mr. Doolin had been active in the management of Frito affairs until his recent illness. He was named board chairman in June after having served for 27 years as president.

He founded the national snack company with $100 in borrowed capital in 1932 in San Antonio, and has directed the company since that time. He set up a factory for making the nation's first corn chip, Fritos, in his mother's kitchen. Last year Frito marketed some 40 products, with sales of more than $51,000,000. It operates plants in 18 cities and has over 3,000 employes. In recent years it was investing approximately $1,000,000 annually in advertising.

In the company's early years, Mr. Doolin took to the road in a Model T Ford, and he often remarked that he had slept in front of some of the best hotels in Texas. In St. Louis, he took a job cooking in a cafe at night because he couldn't afford to pay himself a salary.

In 1933 he moved his company's headquarters to Dallas. He developed the first production line for Fritos. And though all production methods have long since been modernized and improved, Frito plants across the nation still use large volcanic stones to grind corn dough into the proper consistency, a technique long used by Mexican natives.

■ Mr. Doolin introduced racks as a method of display in the Southwest soon after he began manufacturing Fritos. He had noticed that merchants displayed potato chips in glass jars; upon inquiring, he learned that this type of display was used to keep customers from stealing the merchandise. Mr. Doolin convinced

PREFERRED

With Men Who Make

says **W. E. FISCHELIS, JR.**
Manager, Advertising and Sales Promotion
Exide Industrial Division
The Electric Storage Battery Company

"Industrial Marketing is the most important magazine in my field. Its thoughtfully prepared special features and regular departments serve as a fundamental guide to keep me informed of current trends and techniques. Each issue is full of ideas indispensable to any industrial official with responsibilities for advertising, sales promotion, marketing or public relations."

Mr. Fischelis joined the advertising department of The Electric Storage Battery Company in 1953. Three years later, he was advanced to manager of advertising and sales promotion for the Exide Industrial Division, which sells and services batteries and charging equipment for more than 300 applications in such diverse fields as industrial materials handling, mining, communications, military, transportation, power generation and distribution. A graduate of Yale University (1947), Mr. Fischelis is a director of the Philadelphia Yale Club. His leisure-time interests also include playing baseball, art collecting and theatre-going.

The magazine of selling and advertising to business and industry

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- Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

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Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

the merchants that such methods were also a deterrent to sales, and soon his racks could be seen in stores all over the Southwest.

Long interested in agricultural research, Mr. Doolin was a pioneer in the development of sesame as a commercial farm crop in the Southwest through experiments he conducted on his ranch in South Texas and on the Frito Co. experimental and research farms at Midlothian, Tex.

Recently, he attracted national attention through experiments using mesquite trees as a base for cattle feed. He took active leadership in experimental research on using potato chip plant waste for livestock feeding.

Mr. Doolin delighted in attending company gatherings, and he was especially proud that the 27-year-old company had a number of employes with 25 years' service.

Rejuvia Labs Moves Back to Waters; Maizel Returns

Rejuvia Beauty Laboratories, New York, has moved advertising for its line of beauty products, including the Flame-Glo line of lipsticks, out of Harriet Romain Advertising and back to Norman D. Waters & Associates, New York. Waters handled the account for 20 years before losing it to the Romain agency in 1956.

Sanford Maizel, who left Waters 14 years ago, has returned to the Waters agency to become an account supervisor and head of the plans board. Mr. Maizel was president of Williams & Sanford from 1949 to 1957 and exec vp of Chernow Advertising Agency for the past two years.

Burlingame-Grossman Adds 2

Burlingame-Grossman Advertising, Chicago, has been appointed to handle advertising for American Paper Goods Co., envelope manufacturer, and Continental Printing Equipment Co., which imports power cutters and rebuilds printing equipment, both Chicago. Neither account had an agency before. American Paper Products is expected to bill $20,000; Continental Printing, $15,000.

Coming Conventions

*Indicates first listing in this column.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 11-13. Iowa Daily Press Assn., Hotel Savery, Des Moines, Ia.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

*Sept. 23-24. CBS Radio Affiliates Assn. sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

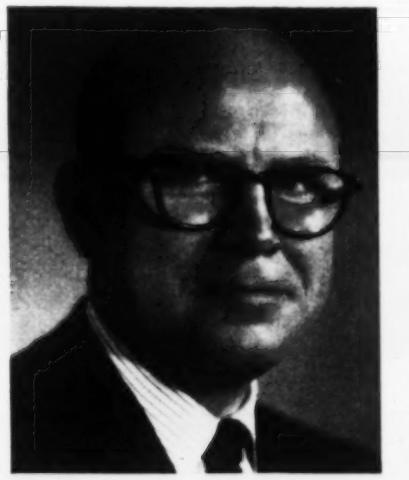
Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. Natonal Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

Senate Approves Anderson

The Senate has approved by unanimous consent the nomination of Sigurd Anderson to be a member of the Federal Trade Commission for another seven-year term.

READING
Industrial Advertising



says **GEORGE H. WEST**
Director, Advertising and Public Relations
Consolidated Electrodynamics Corporation

"Industrial Marketing is so much in demand in our department that we long ago went to multiple subscriptions to keep each of our managers abreast of the current trends in this rapidly changing field. Issues are filed and indexed for ready reference for a period of three years."

Mr. West has served the Consolidated Electrodynamics Corporation for sixteen years and, as director of advertising and public relations, heads a 50-man organization covering advertising, sales promotion, customer relations, trade shows, public relations, visual aids, printing and distribution activities. He also is active in the administration of various professional groups, such as the NIAA (western regional vice-president); the Industrial Advertising Research Institute (member of the board of trustees); and the Southern California Chapter of the Public Relations Society of America (president).

says **ERNEST C. CLARK, JR.**
Vice-President and Director of Media Research
Henry A. Loudon, Advertising, Inc.

"Industrial Marketing is one of the trade publications I always take time to go through thoroughly. There is always an article of interest and help that widens my horizon of knowledge in this constantly changing industrial advertising business. In fact, I regularly recommend that all of our people obtain their own copies rather than rely on a routed issue provided by the agency."

After World War II naval service in the South Atlantic and in the Pacific, Mr. Clark went to work for Henry A. Loudon, Advertising, Inc. as a copywriter and junior account manager. Within a few years his interest turned to media, and since 1952, he has been vice-president and director of media research for the agency. Mr. Clark takes an active interest in the NIAA, and is a past president of the Eastern New England Chapter. On the sports front, he enjoys golf and skiing.

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.85

PHOTO MATIC

89 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Cannes Film Festival Director Replies to Criticisms by American Film Producer

To the Editor: As one of those chiefly concerned with the organizing of the International Advertising Film Festival, I was greatly disturbed to read the statement released by Albert Boyars of Transfilm a few days after its conclusion, in which he is somewhat severely critical of the rules affecting film entries and what he terms as "arbitrary decisions which have peeved a number of U.S. entrants."

Transfilm is of course a member of the Film Producers Assn. of New York, with whom we cooperated very closely this year in our continuing efforts to encourage greater participation in the Festival from American companies. The fact that this year American entries exceeded 10% of the total entry of around 900 films is clear evidence of the important part played by the Film Producers Assn. and of increasing interest in the festival on the part of American producers and agencies in general.

Let us deal with Mr. Boyars' criticisms one by one!

First, admittedly the rules did not state that tv spots should be in black and white. They were printed and issued before it was realized that, with very few exceptions, U.S.A. was the only country producing color tv spots. Also the question of color did not arise at the previous festival in Venice because tv entries were shown on receivers whereas in Cannes this year it was eventually established that they would have to be shown on the cinema screen. The organizing committee took the view that the showing of color tv commercials in the midst of a much larger proportion of black and white versions would "cloud the issue" . . . No more than about ten films received were in color. Even so it was arranged at the last minute that there should be a separate showing of these color spots and the Jury were authorized to offer a special prize if any of them reached a sufficiently high standard. This did not prove to be the case.

Second, it was unfortunately true that a few American entries were not shown because they were not delivered to us at the Palais des Festivals . . . We ourselves did everything possible to insure that every film entered was delivered to us but, in future, we shall do our utmost to insure that any producers whose films have not shown up are advised accordingly a day or two before the start of the Festival . . .

Now as to the breakdown of tv categories. Frankly I was amazed that there should have been so much confusion and misunderstanding. Certainly a 60-second spot is equal to 27.43 metres, but who cares about .43 of a metre and in any case the next category commenced at 28 metres. Quite clearly the division was deliberately designed to conform with normal practice in the production of tv spots, i.e., up to ½ minute (7-14 metres); from ½ minute to 1 minute (15-27 metres); and over 1 minute (28-70 metres).

As, however, this division did in fact cause confusion, obviously the necessary steps will be taken to obviate it in the future. One simple step would be to subdivide as follows: 7-15 metres; 16-28 metres; 29-70 metres.

As to the expense factor—I agree that particularly for American producers entry of films is fairly costly, taking into account the entry fee, cost of print, shipping charges etc. I do not agree, however, that the entry form was complicated nor that it required a lengthy time to complete it . . .

As to the provision of French synopses, it is hardly necessary to point out that the festival is essentially international and we have by no means reached the stage where English (or American if you will) can claim to be the language of the universe. The festival was held on French territory and quite a number of persons who attended from many different countries would have been glad to see the catalog printed in other languages besides French and English. For their benefit other material was in fact printed also in German, Italian and Spanish . . .

Let us conclude on a happier note. American producers, as Mr. Boyars says, "walked off" with both the Grand Prix du Cinema and the Grand Prix de la Television, in addition to category prizes and one or two diplomas, in some cases at the first attempt. Congratulations to them on their fine achievement against the stiffest possible competition, and let us hope, as I am convinced, that this will spur American companies to a bigger and bigger participation; and let us hope also that many of them will find it possible to be personally represented in Venice in June, 1960, for the VIIth International Advertising Film Festival, and that, with first hand experience, they will then conclude, perhaps, that the festival is not quite so poorly run as Mr. Boyars (and maybe others) at present imagine.

Peter E. Taylor,
Director of the Festival, Cannes.

• • •

Should Ford Use Slingshot?

To the Editor: The Ford-sponsored tv commercials show that arrows fly straight, with the arrowhead weight in front, when "steered" by feathers at the rear. This is said to emulate front-engine cars.

But when the arrowhead weight is moved to the rear of the arrow (supposed to be the rear-engine) the steering-effect of the feathers is lost.

Primitive man, lacking aerodynamics, wind-tunnels and even test-tracks, knew this, so he devised the sling-shot, sans feathers, but affording considerable accuracy.

Before the twang of a bowstring completed the count-down of that shafted early guided missile, we learned that David smote Goliath with a rock, instead of a rocket. Now, where are we?

Erwin L. Schwatt,
Atlantic City, N. J.

Reader Blasts AA 'Wrist-Slapping' Editorial on 2-for-1 Sales; Wants No 'Hanky Waving'

To the Editor: If you still consider the Dial soap "half-price" discussion newsworthy, consider a few thoughts from this reader, consumer and advertising man.

Your report of the excellent talk by Ernest A. Jones anent the odious public image of the advertising business concisely points out that most of the actions of those of us in the business are suspect to people in real life. He rightfully urges, as have many other thoughtful and worried professionals, that we had better police ourselves if we sincerely covet public respect. That enough advertising people do *sincerely* covet public respect I seriously doubt.

Take yourselves, for instance. As a widely read and quoted publication both in and out of the advertising business, you are in a powerful position to throw a little weight in the direction of honesty and character. Yet in the same issue that carried Mr. Jones' talk your editorial comment on the Dial Soap half-price swindle turns out to be a mild slap on the wrist of the responsible parties and says only that the ad "is misleading, and it ought not to be used." Why the trepidation?

You know full well—as do the copywriter who wrote it, the artist who lettered it, the account executive who sold it, the agency principal who bears the responsibility and the client who okayed it and used it—that the "half price" offer is completely dishonest. It was conceived in dishonesty and born in dishonesty and the fact that it may possibly be legal does not, by one atom, subtract from its basic and intended dishonesty.

There is not a person with the intelligence to gain a job in the advertising business that wouldn't know that he is father to a fraud when he shouts, "Half Price Sale!" and then whispers, "Buy two bars at regular price; get the third for half-price."

This is of course only a current and blatant example of one of the reasons that the public thinks of us as sharp hucksters. As a member of the "public" myself, I feel the same way. So do my wife, my children, my relatives, my neighbors and most of the people over the age of five—including my friends and co-workers in the business—who can read and hear.

If the advertising business is sincere about wanting and gaining public respect, let's not confine our criticisms to tut-tuts and hanky waving. Let's blast hell out of the crooks and the charlatans and drive them out of this business, if possible.

Harry M. Watson,
Account Executive, Frederick E. Baker & Associates, Seattle.

Dial deserves no more wrist-slapping than the others, including Ivory (not mentioned) which has exactly the same type "½ price" 4-bar wrappers in stores. But Mr. Watson's vigorous denunciation of AA's "wrist-slapping" bemuses us. Reader Watson, who wants to blast hell out of all and sundry, somehow managed to keep his righteous indignation all to himself until AA raised the issue.

• • •

A Man Who . . .

To the Editor: I note in AA's July 20 issue, Page 3, a story on the new copy theme of the Association of American Railroads—"Man who 'never uses' the railroads." The story notes that the campaign

"has created considerable comment, some of it critical."

Although the trucking industry is often at sword's point with our railroad brethren, we will not, in this instance, be found voicing

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

MEMPHIS...
2nd in the South in Per Capita Food Sales!

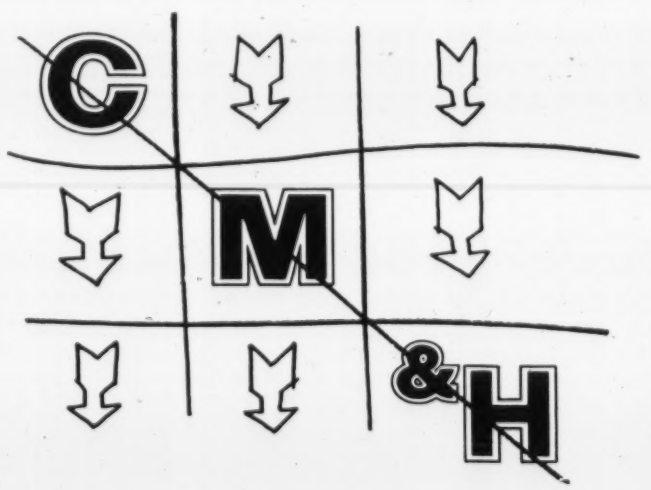
- TOTAL FOOD SALES in Memphis 76-County Mid-South Market hit new high of 514 Million Dollars!
- PER CAPITA FOOD SALES in the Metro Area ranks Memphis second in South among the major metropolitan areas.

RANK	Metro Area	Food Sales Per Capita
1	Dallas	$323.30
2	MEMPHIS	321.18
3	Houston	315.14
4	Louisville	281.29
5	Atlanta	276.63
6	Birmingham	275.78
7	San Antonio	262.68
8	Fort Worth	258.97
9	New Orleans	241.91

Source: SRDS, May, 1959

You Get More When You Buy Memphis

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS



one simplified service operation
photoengravings for letterpress, positives for gravure

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE • CHICAGO 6, ILLINOIS

criticism, although as to strict copy accuracy, we might. The reason is that the current railroad campaign bears an extremely close thematic resemblance to copy which we ran in 1952. Between August and October of that year, in *U. S. News, Time, Newsweek, American Press, Broadcasting-Telecasting, Editor & Publisher* and *Publisher's Auxiliary* we ran pages whose central figure was a sad-looking nude gentleman protected only by a barrel. The only text was on the barrel and it read, "The man who said he could live without trucks," and below a cut-off rule, our signature with the line, "If you've got it . . . a truck brought it."

The AAR campaign appears to be another treatment or variation on the theme of indispensability. It is filled with interesting possibilities.

Walter W. Belson,
Director of Public Relations, American Trucking Associations, Washington, D. C.

• • •

Gottlober's Association with Berkshire Festival Clarified

To the Editor: In an article published in ADVERTISING AGE on June 29 entitled "Music's Siren Song Pulled Gottlober to Program Publishing," the statement is made that Mr. Gottlober is the "editor and publisher of the programs for the Lewisohn Stadium concerts and the Berkshire Music Festival."

Mr. Gottlober published a program for the Berkshire Symphonic Festival in the 1930s. The programs for the Berkshire Festival at Tanglewood for the last 17 years have been edited by me and published by the Boston Symphony Orchestra Inc.; nor has Mr. Gottlober had any connection whatever with their editing or publication.

John N. Burk,
Boston Symphony Orchestra, Boston, Mass.

Apparently AA's reporter misunderstood Mr. Gottlober. When we called Mr. Burk's letter to Mr. Gottlober's attention he said that originally he told AA he had represented the Berkshire program.

• • •

Castro Links with Castro

To the Editor: Guess the orders were to put the rest of the Castro stuff on Page 5 (see above). This

was from the *New York Herald-Tribune* July 18.

Monica Milazzo,
Metropolitan Sunday Newspapers Inc., New York.

• • •

Sales vs. Consumption

To the Editor: I would like to call your attention to some conflicting liquor-industry marketing data in AA's July 6 issue.

On Page 1 of that issue, you state "Liquor *Sales* Up 1.7% in '58," quoted from "The Liquor Handbook." On Page 2, third column, you quote the Wine Institute as reporting that per capita consumption of distilled spirits dropped by 10% last year.

Would you kindly clarify this.

Nat Kameny,
President, Kameny Associates Inc., New York.

Editor's Note: The confusion here is between sales and consumption. "The Liquor Handbook" traces sales in the liquor business, including those for inventory purposes. Per capita consumption represents national retail sales divided by population. It's possible for sales to rise—particularly in a period when inventories have been restricted—while consumption dips moderately. The 10% decline was an error, and was corrected in the July 20 issue. Here are the Department of Commerce per capita consumption figures in gallons:

	1958	1957
Distilled Spirits	1.24	1.25
Wine	.87	.87
Beer	15.0	15.1

• • •

Wants AFA Headquarters Outside of Washington

To the Editor: Your editorial in the June 22 issue, entitled "Carving a Niche for the AFA," makes good sense. Great progress has been made by the AFA in the past few years and I am confident that this trend will continue under the new chairman and a strong board.

I was glad to note that you touched on the question of making Washington the principal office of the AFA. I think AFA should have an office in Washington but the main office should be elsewhere, either New York or some other important business center. It is my hope that the board will give serious consideration to a review of their announced plan to move headquarters to Washington.

Edgar Kobak,
Business Consultant, New York.

• • •

Disagrees with AA on Outdoor 'Doubletalk'

To the Editor: Pardon me if I take exception to your editorial "More Washington Doubletalk" (AA, July 13).

Here is the Under Secretary of Commerce saying some things about the importance of advertising that we all wish some authority in the government would say. Instead of welcoming it you brush it off as insincere "doubletalk."

It seems to me it was only natural in addressing an advertising industry group that he explain the department's position in carrying out congressional decrees with regard to outdoor advertising, pro and con political advertising, etc.

In the outdoor industry I will always remember the far-sighted efforts of men like Kerwin Fulton and George Kleiser to promote and enforce self-regulation. They realized that unless the outdoor industry could prevent the desecration of beautiful highways and residential areas, public revulsion would bring regulatory legislation.

The national outdoor organizations and companies did well in curbing this among national advertisers. Where they failed was with the local sign-posters.

Last year Mrs. Francisco and I motored to Florida and were shocked to drive through hundreds of miles of what would have been beautiful highways had they not been ruined by painted bulletins.

Even in the Everglades the Burma Shave technique has been adapted to 24-sheet size to announce some jungle garden that lies miles ahead.

Coming home from motor trips it is always a joy to get back on unspoiled parkways and we always feel hopeful that some way will be found to preserve the beauty of the new throughways. Of course traffic signs and simple boards directing drivers to motels, garages, etc., are helpful and relatively harmless. History seems to show that the only way to prevent the desecration of our throughways is by federal or state enforcement which can accompany federal and state financing.

Now I don't think I'm just another crank. I have had a hand in buying a lot of outdoor and for several years I was a director of the National Outdoor Bureau. These thoughts differ little from those we had then.

The interests and future of the outdoor industry are inescapably linked with the interests of the public. Self regulation is the ideal answer. But if we can't manage that, then we should work for the most effective and fair but least arbitrary regulation by the government.

Don Francisco,
Amagansett, L. I.

Our objection, as stated in the editorial, is that the Commerce Department has been talking one way and acting another. Let's hope Under Secretary, now Secretary Mueller, will change all this.

What's a Jet?

To the Editor: Does the best advertising confuse and confound, or does it inform and stimulate?

To read recent commercial airline advertising, you'd have to believe the former was gospel with the fly-boys. *Everything's* a jet these days—Electras, Viscounts, and everything with a turbo-prop engine is heralded as "jet."

'Tis a pity, isn't it, that a progressive industry can't show more imagination and honesty in its advertising. Little wonder advertising is worried about its public image.

Samuel L. Breck Jr.,
Keene, N. H.

• • •

More Packaged Publicity

To the Editor: With reference to the news item in your June 22 issue about the "new" short-order pr service from the Ziv organization, I think you'll be interested to know that pay-as-you-go, packaged publicity at scheduled prices has been a feature of the Small Associates' operation for some time and has been enthusiastically received by many of our regular clients and a number of new ones.

In passing, may I say that in practice we have been able to keep "actual charges" in close conformity to the estimates.

Sam Small,
Small Associates, New York.

If you buy
ART & TYPE
and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST.
Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $4.00 a year for twelve issues; $7.00 for 24 issues. (New rates go into effect September 1, 1959.)
get **ART DIRECTION**
AA8, 19 W. 44th Street, New York 36, N. Y.

How is your product doing (and your competitors')

in this ONE AND A HALF BILLION DOLLAR ARIZONA MARKET?

We can show you how thousands of individual brands in over 500 different categories are selling in this market right now!

This revealing "look" is from a recent analysis by Associated Grocers, largest food association in Arizona, and owned by over 600 retail grocers. It includes dry groceries, light houseware products, health aids, cosmetics, toiletries and many other items.

It reveals the actual volume movement of brand name products sold by two out of three AG stores and represents an estimated 20% of the food sales in Arizona. Shown also are retail price, package or container size, number of units sold, brand position and sales in retail dollars.

Information sheets for specific categories are available and we gladly welcome your inquiry. Also ask about our sales-stimulating merchandising services. A word from you will bring a world of help from us.

Write, wire or phone Chas. E. Treat, National Advertising Manager, Box 1950, Phoenix, Arizona. ALpine 8-8811.

The Arizona REPUBLIC The Phoenix Gazette

Morning-Evening Combination
Represented nationally by Kelly-Smith Co.

In '58 Beer Ad Cost Dipped 9%, AA Study Finds

(Continued from Page 3)

brewers. The measured media figures are based on gross rates and (in the case of broadcast media) exclude production and talent costs. Omitted completely from the calculations are large amounts spent on point of purchase materials, direct mail, dealer helps, radio, etc., for which figures are not available. Nor are the figures given in the accompanying nine-year chart strictly comparable since network radio has not been measured since the first seven months of 1955. Spot tv has been measured only since the fourth quarter of 1955, and outdoor figures have been available only since 1954.

■ Anheuser-Busch maintained its top spot in sales in 1958, increasing its sales to 6,982,000 bbls. from 5,864,000 bbls. (revised) the previous year. Ad expenditures decreased to $7,451,320—$1.06 a barrel or 7.5¢ a case, from $9,438,976—$1.60 a barrel or 11.4¢ a case.

Sales of Schlitz, Anheuser-Busch's closest competitor, dropped to 5,893,000 bbls. from 6,024,000 bbls. in 1957. The second-place brewer spent $7,741,692 in advertising—$1.31 per bbl. or 9.3¢ per case.

Of the remaining top five brewers in sales volume, Carling Brewing Co. had the lowest per-barrel ad cost—13¢. P. Ballantine & Sons spent 83¢ a barrel and Falstaff Brewing Co. spent $1.16 a barrel.

■ In the accompanying table brewers are listed in the order in which they ranked in sales in 1958. For each one, an advertising expenditure and per-barrel and per-case ad figure is also presented. For the purpose of this study, AA has taken 14 cases per barrel as the standard. Actually, not all the barrelage was sold in cases. #

Kellow Elected President of Scranton Adclub

Florence M. Kellow, publicity director, Samter's, has been elected president of the Scranton, Pa., Advertising and Sales Club, the first woman president in the club's history.

Florence M. Kellow

Other officers are Jerome K. Miller, Better Business Bureau, 1st vp. Joseph Phillips Jr., *Scranton Times*, 2nd vp; Frances M. Reardon, Donnelly Outdoor Advertising, recording secretary; Frank Smith, Smith Outdoor Sign Co., treasurer; and Grace MacKenzie, WDAU-TV, financial secretary.

Deadman Named Ad Head of 'Omaha World-Herald'

Harold W. Deadman has been named to the new post of director of advertising of the *Omaha World-Herald*. He will be succeeded as head of the newspaper's classified advertising department by David Stern, who will move up from promotion manager.

H. W. Deadman

Mr. Deadman will have charge of all the newspaper's advertising.

Per-Case Costs of Beer and Ale Advertising

Sales of brewers whose 1958 output exceeded 1,000,000 bbls. related to the amount invested by each in general magazines, newspapers (including Sunday sections), network and spot tv and outdoor. These figures are not offered as complete records of expenditures; brewers spend large sums in radio as well as point of purchase materials and other non-measured media.

Copyright 1959 by Advertising Publications Inc.

	1958	1957	1956	1955	1954	1953	1952	1951	1950
ANHEUSER-BUSCH INC.									
1,000 bbls. sold	6,982	††5,864	5,864	5,617	5,829	6,711	6,034	5,479	4,889
Ad investment	$ 7,451,320	$ 9,438,976	$ 6,816,889	$ 5,493,665	$ 6,820,379	$ 3,041,609	$ 1,681,096	$ 1,887,277	$ 1,485,292
Ad cost per bbl.	$1.06	$1.60	$1.16	97.8¢	$1.17	45¢	28¢	34¢	30¢
" " " case	7.5¢	11.4¢	8.2¢	6.4¢	8.5¢	3.3¢	2.0¢	2.4¢	2.2¢
†JOS. SCHLITZ BREWING CO.									
1,000 bbls. sold	5,893	6,024	5,941	5,780	5,406	5,255	6,347	5,716	5 097
Ad investment	$ 7,741,692	$10,682,254	$ 8,605,134	$ 7,450,861	$ 7,319,025	$ 3,733,430	$ 2,341,768	$ 2,347,578	$ 1,749,321
Ad cost per bbl.	$1.31	$1.77	$1.45	$1.29	$1.35	71¢	37¢	41¢	34¢
" " " case	9.3¢	12.6¢	103.¢	9.3¢	9.8¢	5.2¢	2.7¢	3.0¢	2.5¢
FALSTAFF BREWING CO.									
1,000 bbls. sold	4,502	4,282	3,870	3,653	3,290	2,911	2,277	2,295	2 287
Ad investment	$ 5,226,140	$ 5,363,527	$ 4,383,350	$ 2,594,448	$ 2,744,722	$ 1,197,891	$ 784,667	$ 230,046	$ 388 258
Ad cost per bbl.	$1.16	$1.25	$1.13	71¢	83.4¢	41¢	34¢	10¢	17¢
" " " case	8.2¢	8.9¢	8.0¢	5.1¢	6.0¢	3.0¢	2.5¢	0.7¢	1.2¢
†P. BALLANTINE & SONS									
1,000 bbls. sold	4,036	3,982	3,967	3,953	3,713	3,882	4,038	3,990	4 375
Ad investment	$ 3,380,600	$ 3 878,398	$ 3,434,816	$ 1,571,939	$ 2,693,234	$ 2,021,738	$ 2,465,750	$ 1,558,379	$ 978 676
Ad cost per bbl.	83¢	97¢	86¢	39.7¢	72.5¢	52¢	61¢	39¢	22¢
" " " case	5.9¢	6.9¢	6.1¢	2.9¢	5.3¢	3.8¢	4.4¢	2.8¢	1.6¢
CARLING BREWING CO.									
1,000 bbls. sold	3,531	3,151	2,997	2,655	1,340	1,096	893	669	502
Ad investment	$ 447,265	$ 1,848,718	$ 2,799,404	$ 423,045	———	———	———	———	———
Ad cost per bbl.	13¢	59¢	93¢	15.9¢	———	———	———	———	———
" " " case	**	4.2¢	6.6¢	1.2¢	———	———	———	———	———
THEO. HAMM BREWING CO.									
1,000 bbls. sold	3,394	3,376	3,325	3,072	2,249	1,686	1,380	1,150	1,053
Ad investment	$ 4,038,642	$ 3,932,007	$ 3,518,441	$ 2,034,130	$ 1,908,550	$ 647,773	$ 432,626	$ 704,335	$ 547,800
Ad cost per bbl.	$1.19	$1.16	$1.06	$1.17	84.9¢	38¢	31¢	61¢	52¢
" " " case	8.5¢	8.3¢	7.5¢	8.0¢	6.1¢	2.8¢	2.2¢	4.4¢	3.8¢
LIEBMANN BREWERIES									
1,000 bbls. sold	2,847	††2,900	2,882	3,162	3,410	3,085	2,875	2,800	2,662
Ad investment	$ 4,552,063	$ 4,753,115	$ 4,172,138	$ 3,706,080	$ 4,144,370	$ 2,212,971	$ 2,212,823	$ 1,809,258	$ 1,271,660
Ad cost per bbl.	$1.59	$1.63	$1.45	$1.17	$1.21	72¢	77¢	65¢	48¢
" " " case	11.3¢	11.6¢	10.4¢	8.0¢	8.8¢	5.2¢	5.6¢	4.7¢	3.5¢
F. & M. SCHAEFER BREWING CO.									
1,000 bbls. sold	2,787	2,940	2,720	2,675	2,690	2,541	2,400	2,600	2,652
Ad investment	$ 3,335,232	$ 2,530,082	$ 2,240,051	$ 1,548,486	$ 1,632,610	$ 631,093	$ 864,375	$ 647,954	$ 529,220
Ad cost per bbl.	$1.19	86¢	82¢	57.8¢	60.7¢	25¢	36¢	25¢	20¢
" " " case	8.5¢	6.1¢	5.8¢	4.2¢	4.4¢	1.8¢	2.6¢	2.6¢	1.5¢
†PABST BREWING CO.									
1,000 bbls. sold	2,550	*2,700	*3,115	3,500	3,500	4,250	4,047	3,950	3,419
Ad investment	$ 3,231,032	$ 4,332,504	$ 6,202,978	$ 3,408,382	$ 4,147,572	$ 3,089,864	$ 2,936,895	$ 2,848,548	$ 2,165,251
Ad cost per bbl.	$1.26	$1.60	$1.99	97.3¢	$1.18	73¢	73¢	72¢	63¢
" " " case	9¢	11.4¢	14.2¢	7.0¢	8.6¢	5.3¢	5.3¢	5.2¢	4.6¢
LUCKY LAGER BREWING CO.									
1,000 bbls. sold	2,265	††2,024	1,960	1,824	1,775	1,740	1,475	1,242	1,096
Ad investment	$ 1,992,381	$ 2,058,622	$ 1,780,654	$ 1,223,857	$ 1,252,698	$ 223,651	$ 116,728	$ 101,475	$ 171,217
Ad cost per bbl.	88¢	$1.01	91¢	67¢	70.6¢	13¢	8¢	8¢	16¢
" " " case	6.2¢	7.2¢	6.5¢	4.8¢	5¢	0.9¢	0.6¢	0.6¢	0.9¢
MILLER BREWING CO.									
1,000 bbls. sold	2,220	††2,221	2,246	2,191	2,096	2,138	3,043	2,612	2,105
Ad investment	$ 3,219,304	$ 3,200,547	$ 3,683,764	$ 1,683,523	$ 3,430,691	$ 1,327,696	$ 1,227,687	$ 1,035,675	$ 665,841
Ad cost per bbl.	$1.45	$1.44	$1.64	76.8¢	$1.64	62¢	40¢	40¢	32¢
" " " case	10.3¢	10.2¢	11.7¢	5.6¢	6.1¢	4.5¢	2.9¢	2.9¢	2.3¢
STROH BREWING CO.									
1,000 bbls. sold	1,925	2,584	2,709	2,153	1,450	1,135	822	636	514
Ad investment	$ 1,984,471	$ 2,042,310	$ 1,833,535	$ 1,202,534	$ 891,231	$ 395,994	$ 255,005	$ 140,838	$ 103,645
Ad cost per bbl.	$1.03	79¢	68¢	55.8¢	61.5¢	35¢	31¢	22¢	20¢
" " " case	7.3¢	5.6¢	4.8¢	4.0¢	4.5¢	2.5¢	2.2¢	1.6¢	1.5¢
BLATZ BREWING CO.									
1,000 bbls. sold	1,700	1,247	949	———	———	———	———	———	———
Ad investment	$ 1,021,700	$ 383,030	———	———	———	———	———	———	———
Ad cost per bbl.	60¢	31¢	———	———	———	———	———	———	———
" " " case	4.2¢	2.2¢	———	———	———	———	———	———	———
†C. SCHMIDT & SONS									
1,000 bbls. sold	1,661	1,757	1,850	1,917	1,516	1,374	1,213	1,116	1,068
Ad investment	$ 1,000,203	$ 917,821	$ 757,287	$ 548,653	$ 421,880	$ 286,851	$ 202,389	$ 209,554	$ 234,349
Ad cost per bbl.	60¢	52¢	41¢	28.6¢	27.8¢	21¢	17¢	19¢	22¢
" " " case	4.2¢	3.7¢	3¢	2¢	2.0¢	1.5¢	1.2¢	1.4¢	1.6¢
DREWRY'S LTD.									
1,000 bbls. sold	1,527	1,369	1,432	1,425	1,372	1,420	1,222	772	730
Ad investment	$ 957,458	$ 1,023,526	$ 1,143,670	$ 543,119	$ 477,779	$ 204,998	$ 91,951	$ 274,954	$ 194,058
Ad cost per bbl.	62¢	75¢	79¢	38.1¢	34.8¢	14¢	8¢	36¢	27¢
" " " case	4.4¢	5.4¢	5.6¢	2.8¢	2.5¢	1¢	0.6¢	2.6¢	2¢
ADOLPH COORS CO.									
1,000 bbls. sold	1,400	1,147	1,090	1,042	———	———	———	———	———
Ad investment	$ 156,332	$ 110,765	$ 69,058	$ 32,238	———	———	———	———	———
Ad cost per bbl.	11¢	10¢	6.3¢	3¢	———	———	———	———	———
" " " case	**	0.7¢	0.4¢	0.2¢	———	———	———	———	———
NATIONAL BREWING CO.									
1,000 bbls. sold	1,294	1,301	*1,115	1,286	———	———	———	———	———
Ad investment	$ 1,876,208	$ 1,353,155	$ 1,221,254	$ 211,987	———	———	———	———	———
Ad cost per bbl.	$1.45	$1.04	$1.10	16.4¢	———	———	———	———	———
" " " case	10.3¢	7.4¢	7.9¢	1.2¢	———	———	———	———	———

	1958	1957	1956	1955	1954	1953	1952	1951	1950
JACOB RUPPERT									
1,000 bbls. sold	1,450	1,490	1,539	1,638	1,769	2,005	1,800	1,517	1,253
Ad investment	$ 1,653,014	$ 873,055	$ 1,098,454	$ 925,627	$ 710,335	$ 436,038	$ 465,587	$ 366,195	$ 370,242
Ad cost per bbl.	$1.14	59¢	71¢	56.5¢	40.1¢	22¢	26¢	24¢	30¢
" " " case	8.1¢	4.2¢	5¢	4.1¢	2.9¢	1.6¢	1.9¢	1.7¢	2.2¢
PIEL BROS.									
1,000 bbls. sold	1,420	*1,435	*1,350	1,365	1,395	1,375	1,200	1,090	767
Ad investment	$ 1,908,295	$ 1,694,514	$ 1,665,216	$ 404,867	$ 698,192	$ 193,564	$ 269,014	$ 633,860	$ 301,285
Ad cost per bbl.	$1.34	$1.18	$1.23	29.6¢	50¢	14¢	22¢	58¢	39¢
" " " case	9.5¢	8.4¢	8.8¢	2.1¢	3.6¢	1¢	1.6¢	4.2¢	2.5¢
DUQUESNE BREWING CO.									
1,000 bbls. sold	1,032	1,062	1,046	988	904	———	———	———	———
Ad investment	$ 1,268,579	$ 1,222,623	$ 1,148,505	———	———	———	———	———	———
Ad cost per bbl.	$1.22	$1.15	$1.09	———	———	———	———	———	———
" " " case	8.7¢	8.2¢	7.7¢	———	———	———	———	———	———
JACKSON BREWING CO.									
1,000 bbls. sold	1,030	1,107	1,051	1,008	1,006	———	———	———	———
Ad investment	$ 1,599,703	$ 1,377,315	$ 1,197,871	$ 804,199	———	———	———	———	———
Ad cost per bbl.	$1.55	$1.24	$1.13	79.7¢	———	———	———	———	———
" " " case	11¢	8.9¢	8¢	5.8¢	———	———	———	———	———
OLYMPIA BREWING CO.									
1,000 bbls. sold	1,249	1,104	1,016	865	815	———	———	———	———
Ad investment	$ 520,188	$ 1,298,181	$ 1,086,962	———	———	———	———	———	———
Ad cost per bbl.	41¢	$1.18	$1.06	———	———	———	———	———	———
" " " case	2.9¢	8.4¢	7.5¢	———	———	———	———	———	———

*—Estimated. **—Advertising cost per case a fraction of 1¢. ††—Revised. †—Figures include expenditure for both beer & ale.

Art Director of Year Arnold Varga 'Not Only Dreams Up Idea, but Sells It'

PITTSBURGH, July 28—Arnold Varga, creative art supervisor at Ketchum, MacLeod & Grove, who was named art director of the year by the National Society of Art Directors, joined the agency in 1953. "In hardly any time at all," a fellow member of the agency's staff recalled, "he brought a new challenge; he threw off an excitement about his work that was contagious.

"Varga has a creative drive that goes far beyond the drawing board," the colleague said. "He not only dreams up the idea, but also sells it to his clients and his associates."

A tall, dark, slender young man, with intense brown eyes and the hands of a shortstop, Arnold Varga has a well-stocked inventory of restless energy. He walks with quick strides. He gestures elaborately when he talks.

■ Now 33, Mr. Varga learned long ago that the best talent in the world cannot convert an inept idea or a drab piece of copy into a good ad. Given a new problem, he inquires: "What do we want the reader to feel when he sees this ad? What do we want him to do? How do we want to reach out to him?"

Mr. Varga had little formal art training; he theorizes that this may be an advantage.

"I didn't get much training, but I got it early," he says. "While I was still in grade school, I attended art classes at Carnegie Tech in the summer and on Saturdays during the school year. I was the only kid in the class; all the rest were grownups.

"Later on, I took a few evening classes at a commercial art school, and that was it. Everything else I learned the hard way, which may be the right way—for me, at least.

"If I had got the wrong kind of teachers, I might have caught on to the tricks and gimmicks of the business without learning the fundamentals."

■ And what are the fundamentals? Varga says: "I believe that the best in visual advertising is that which entertains and which is simple, honest, informative and direct. Impact is important, but the ad still must be pleasing to the eye.

"While the artist requires a certain amount of creative freedom, he must understand the viewer's emotional reaction to creativity. The artist needs four areas in which to work successfully. One is creative freedom. Another is respect for the reader. Another is a high regard for space. And, lastly, a true understanding of the word 'sell.'"

■ These theories influence the advertising of more than 50 Ketchum, MacLeod clients, served directly or indirectly by Mr. Varga in his capacity as creative art supervisor of the agency.

Mr. Varga's efforts had won him recognition in the U. S. and abroad before he was cited by the National Society of Art Directors. He has won scores of awards, and his work appears in the permanent collections of Carnegie Institute of Fine Arts and the Museum of Modern Art. #

WINNER—*Arnold Varga (right), creative art supervisor, Ketchum, MacLeod & Grove, receives the Art Director of the Year award from O. C. Jochumsen, president, Art Directors Society of Pittsburgh.*

DISCUSSION—*W. S. Redpath (left), exec vp of Ketchum, MacLeod & Grove, discusses client's program with Mr. Varga.*

Guild, Bascom Names Allen Rival A.E. in Chicago

Robert C. Allen has joined the Chicago office of Guild, Bascom & Bonfigli as an account executive on the Rival dog food account.

Robert C. Allen

Mr. Allen formerly was an account executive with Wherry, Baker & Tilden, Chicago (now Baker, Tilden, Bolgard & Barger) and before that with Young & Rubicam, Chicago.

SWINGLES* CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL • 201 West 49 St., N.Y. 19, N.Y. PLaza 7-5730

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

23,815,983 People

crossed the International Bridge between Juarez, Mexico and El Paso, Texas, during 1958, more than through any other U. S. Port of Entry.

Further proof that El Paso is still on the Grow.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

HELP YOURSELF to a TRIPLE SCOOP in MICHIGAN

BATTLE CREEK

LANSING

JACKSON

Dip in with WILX-TV! Get a generous scoop of three major metro areas—Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant local programming.

Mark These WILX-TV MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)

RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)

TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with WILS
Radio, Lansing
WPON Radio, Pontiac

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

If you think expressions like "let's run this up the flagpole and see who salutes," or "let's get down where the rubber meets the road"—are fatigued from overwork, read on brother, read on! Back around 1550, popular bons mots of the day ranged from—"when the sun shineth, make hay," to "look ere ye leap." Businessmen 400 years ago were recorded as saying—"this hitteth the naile on the hed", and inebriates frequently asked for "a haire of the dog that bit us last night." For all we know, it may have been Henry VIII who first said—"that is the way the ball bounceth."

When you've got a product that isn't bouncing just right, it's time you let the Burgoyne organization find out what *really* goes on down there where that much-talked-of rubber meets the road. Burgoyne is set up for sales audits in *more than 50 of the best test markets* throughout the country. In each market, there is a network of from 20 to 40 key-location stores serving as information centers. Product unit sales are calculated from shelf and reserve stocks, plus purchase invoices—to give you an accurate picture of the sales activity of your product as well as competitive brands. And don't fret about cost—Burgoyne Retail Sales Studies can be tailor-made to fit your individual requirements regarding budget and distribution area.

* * *

Tie a string on your finger and remember to send for our second Annual Survey of Drug Store Shopping Habits. Copies of this survey—packed with facts and figures on the average drug store shopper—are now ready. We'll send your copy by fast freight in return for a dollar stapled to your letterhead.

Burgoyne
GROCERY & DRUG INDEX INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

OFF WE GO—*Mr. Nolan and Lt. Bruce Bagwell, USN, of the Navy's Blue Angels, prepare to take off.*

Versatile Adman . . John T. Nolan Jr.

John T. Nolan Jr., president of Keelor & Stites Co., Cincinnati agency, has an amazingly salty hobby for a supposedly landlocked midwesterner—nothing less than the U.S. Navy.

Nolan Kenitra Duborg

FAR-FLUNG CAMPAIGN—*At Port Lyautey, in Morocco, Mr. Nolan looks on as Capt. C. H. Duborg accepts a contribution to the Navy-Marine Corps memorial stadium fund from the Pacha of Kenitra.*

A loyal Navy booster for years and active in the Navy League and the Advisory Council on Naval Affairs, Mr. Nolan draws on his experience with such K&S accounts as General Electric Co. technical recruiting to act, at times, as special civilian advisor to the Navy on pr and recruiting. Over the years, this not-so-peaceful activity has snatched him away from his desk at odd intervals to spend two weeks or a month on the briny deep, headed for Alaska, Tierra del Fuego or Morocco. Various types of surface craft, subs, blimps, and jets are sometimes used by Mr. Nolan as backgrounds for stories.

■ Surveys made aboard ship on these travels, plus recommendations, are filed with the SecNav's office or the fourth naval district, and often used as a partial basis for future Navy recruiting activities.

John Nolan's address to information officers from all parts of the U.S., outlining fund raising techniques correlated with appropriate publicity methods, established one of the early cornerstones in the Navy-Marine Corps memorial stadium fund raising drive in 1957.

As a mark of recognition of time and effort donated without remuneration, Mr. Nolan was awarded the meritorious public service citation by Secretary of the Navy Thomas Gates. This award is one of the two highest bestowed by the Navy on a civilian.

■ Believing that "relaxation" means diversion, Mr. Nolan is active in the Cincinnati Industrial Advertisers Club, Cincinnati Advertisers Club, Historical & Philosophical Society of Ohio, Men of Milford Retreat League, Big Brothers Assn., United Fund drives, and Cincinnati Polo Club. He also is a member of the board of trustees of the Bureau of Governmental Research and of the Public Library of Cincinnati and Hamilton County, and a director of the Fenwick Athletic Club.

But the busy head of the 36-year-old Cincinnati agency is cutting back on his schedule a little these days.

At 41, he has retired from his extra-curriculum career of night school teaching, which began 17 years ago. #

WEARY TRAVELER—*At London's military airport Mr. Nolan finds that although travel of the kind which accompanies his hobby is fun as well as broadening, 40 winks can still come in handy.*

Ziv Tv Promotes Six; Creates Two Sales Divisions

Ziv Television Programs, New York, tv film producer and distributor, has promoted six sales executives and created two new sales divisions. John Davidson, formerly spot sales manager in Atlanta, has been promoted to sales manager of a new southeastern division, with headquarters in Atlanta. Jerry Kirby was promoted from sales manager of the Chicago division to sales manager of a new northeastern division, with headquarters in New York.

Other promotions include Stuart Halliday, from an account executive to sales manager of the syndicated sales staff, Chicago; Allen Martini, from sales manager of the eastern division to sales manager of the western division, Los Angeles; John Louis, from account executive to spot sales manager of the north central division, Cincinnati, and Harry Littler, from account executive to spot sales manager of the southeastern division.

RCA Earnings Up 44% For First Half of 1959

Earnings of Radio Corp. of America, New York, for the first half of 1959 were 44% ahead of the '58 level, while sales were up 17%. Profits, after federal income taxes, were $19,400,000 on sales of $633,700,000, setting a new sales record. RCA's profits for the first half of '58 were $13,500,000 on sales of $542,600,000. Earnings per common share, after allowance for preferred dividend, rose 50% from 86¢ in the '58 half to $1.29 this year.

Sales for the second quarter of 1959 totalled $311,900,000, compared with $264,200,000 for the like 1958 period. Profits, after taxes, were up 44%, from $4,500,000 to $6,500,000. Common share earnings rose from 27¢ to 41¢, a 52% boost.

Nathan Joins VIP

Gustave Nathan, formerly director of sales development of WKNB and WNBC, New Britain, Conn., has been appointed general manager of VIP Radio Inc., New York. Mr. Nathan will have general administrative responsibility for WFYI, Garden City; WVOX, New Rochelle; WVIP, Mt. Kisco, and WGHQ, Saugerties, N. Y. Richard K. Doan will continue as program director of the network.

Two Join Western Advertising

Bernard H. Bigler and Charles F. Might have joined the copy and creative staff of the Racine, Wis., office of Western Advertising Agency. Mr. Bigler was formerly an account executive at Jay H. Maish Co., Marion, O., and Mr. Might was formerly radio farm director and farm manager of WMRN, Marion, O.

The PGW Colonel says:
We have a brand new yardstick to help you gauge Spot Television Costs more effectively. It's yours — free — for the asking.

Use the handy coupon.

PETERS, GRIFFIN, WOODWARD, INC.
250 PARK AVENUE, NEW YORK 17, N. Y.
Pioneer Station Representatives Since 1932
Please send me a copy of your SPOT TELEVISION COST YARDSTICK.

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

Earle Truax, 65, Adman, Expert with Firearms, Is Dead

PORT CHESTER, N.Y., July 30—Earle G. (Duke) Truax, 65, media department specialist with Brown & Butcher and formerly advertising manager of *Woman's Home Companion*, died July 29 at United Hospital of pneumonia and complications after an illness of several months.

Born in Clayton, Del., Mr. Truax joined the Canadian Air Force at the outbreak of World War I in 1914 and saw service overseas. After the war he was an advertising salesman with a number of newspapers in New York state; later he joined the advertising sales staff of *Farm & Fireside*.

He joined the sales staff of *Woman's Home Companion* in 1925, and subsequently was appointed advertising manager. He resigned in August, 1956, a few months before Crowell-Collier discontinued that publication and *Collier's*. In March, 1957, Mr. Truax joined the Brown & Butcher agency as a media specialist and consultant; he was still on the agency's staff at the time of his death.

Mr. Truax was a colorful character, with a vigorous and vivid vocabulary, and was widely known in the advertising field. He was a past president of the Gourmet Club; a member of Corinthian Lodge, F. & A. M., Wilmington, Del.; and the Gun Club, Rye, N.Y. He was regarded as an expert with firearms, a crack pistol shot, and taught hip shooting to the police force at Rye in the course of his long residence in that town. As a young man he is believed to have been a bronco buster in Texas for a time, a professional boxer, and an auto racer.

■ He was an authority on the history of the Civil War, an ardent sympathizer with the South and a member and onetime commander of a loosely-knit organization of business and professional men known as "The Only Confederate Army Still Active in the Field."

His son, Earle G. Jr., is promotion manager of the *St. Paul Dispatch*.

Harold D. Jacobs, 'Baltimore Post' Founder, Dies at 69

BALTIMORE, July 28—Harold Duane Jacobs, 69, founder of the *Baltimore Post* and veteran of a number of top editorial and wire service posts across the country, died here July 21 of a heart ailment that caused his retirement in 1945.

Born in Paw Paw, Mich., Mr. Jacobs entered the newspaper business as a reporter with the *Kalamazoo Telegraph*. After a number of newspaper jobs that took him through the Bay City, Mich., *Tribune*, the *Detroit Journal* and the *Drover's Journal* in Chicago, he joined the United Press in 1914 and headed several bureaus before managing the New York bureau in 1920.

■ After a brief stint as managing editor of the *Washington Daily News* in 1921, he began his publishing venture in Baltimore in 1922, when he founded the *Post*. At first an adless tabloid, it began taking advertising after nine months; by 1929 the newspaper had expanded to standard newspaper size. During those years the daily's circulation grew from 28,000 the first year to 90,000.

Mr. Jacobs sold his interest in the *Post* in 1929 and moved on to become editor of the *Pittsburgh Press*. Later, after holding top editorial posts with the *Standard-Times*, New Bedford, Mass., and *Press*, Santa Barbara, Cal., he became information director of the U. S. Department of Labor in 1938. Until his retirement in 1945, he was also a War Department pr advisor and a member of the "Congressional Quarterly" staff.

R. WINSTON HARVEY

ATLANTA, July 29—R. Winston Harvey Sr., 77, president and one of the founders of Harvey-Massengale Co., died July 28 in a private hospital here after a long period of ill health.

Mr. Harvey, a native of Lynchburg, Va., came to Atlanta in the early 1900s, where he became well known in advertising circles. He helped found the Harvey-Massengale agency in 1932.

RALPH JEWELL

SAN FRANCISCO, July 28—Ralph Jewell, 56, who headed his own agency in Oakland, reportedly shot himself to death in his Telegraph Hill apartment here today, a few minutes before two women employes, concerned over his absence, forced their way into the apartment.

Mr. Jewell's body, police said, was discovered by Marjorie Dolbear, his secretary, and another agency employe, Sally Lassagne.

The two found Mr. Jewell on the living room couch in his pajamas, a towel over his head and a small caliber Spanish automatic on the floor beside him. He had shot himself through the right temple.

Police found a note saying, "Forgive me but don't weep for me."

Mr. Jewell's wife, Mary Lou, was drowned in San Francisco Bay five years ago, after she was hit by the boom of the couple's sailboat and swept overboard.

ARTHUR H. CHADWICK

WESTON, CONN., July 31—Arthur H. Chadwick, 48, an advertising salesman for *Life*, was found dead in his auto in the garage of his home yesterday afternoon. State police said there would be an autopsy to determine the cause of death.

Mr. Chadwick was graduated from the University of Wisconsin in 1932. After working at R. H. Macy & Co. in New York, he joined the advertising sales staff of *Field & Stream* and later was on the sales staff of *Woman's Home Companion*. In 1948 he joined Time Inc. and the following year became a salesman for *Life*. In 1956 he was named associate merchandising manager, specializing on food and package goods. Earlier this year he rejoined the *Life* sales staff.

Globe Readers Denies FTC Charge of Unfair Practices

Globe Readers Service, Michigan City, Ind., has denied Federal Trade Commission charges that its door-to-door salesmen frequently accept money for unlisted and undeliverable magazines. Globe also denied the FTC charge that instead of refunding money paid for such magazines, the company requires the purchasers to accept a substitute magazine which they would not otherwise have ordered or accepted.

The company also denied FTC charges that the dealers or subscription crew managers are not its employes, but are independent contractors.

Wisconsin Resource Group to Oversee Ad Programs

Wisconsin has established a state department of resource development to centralize all state activities in the fields of promotion and economic development. The department will oversee state advertising programs of the agriculture and conservation departments.

24 Anniversary Questions—Count 'em—24

(1) When the company's founders first met to do business, where was that first shop?
London Guarantee — Palmer House
I. C. Station — Palmolive Building

(2) How many stars in our Reaching for the Stars symbol?
3 — 5 — 6 — 9

(3) When the company started, how many accounts did it have?
13 — 4 — 6 — 3

(4) Approximately how many dollars were in the Burnett Profit Sharing Trust, as of December 31, 1958?
$500,000 — $5,500,000 — $1,000,000 — $2,500,000

(5) About how many apples did Leo Burnett Company, Inc., pass out last year?
5,000 — 25,000 — 60,000 — 110,000

(6) Approximately how many times bigger is the company today, in annual billing, than at the end of its first full year?
2½ — 110 — 55 — 10¼

(7) About how many big black pencils do our copywriters wear out in a year?
100 — 5,250 — 8,600 — 16,000

(8) How many members in the Burnett Profit Sharing Trust as of July 1, 1959?
233 — 668 — 587 — 910

(9) How many typewriters in all company offices?
75 — 189 — 217 — 380

(10) Where is the newest office of the company?
Key Biscayne — Detroit — Lake Zurich — Montreal

(11) The agency is not a member of one of these organizations. Which one?
A.A.A.A. — ABC — AMA — AFA

(12) How many people on the payroll, as of July 1, in all the agency's offices?
604 — 874 — 864 — 1,028

(13) When did the agency start putting apples on its reception room desks?
July 4, 1776 — Jan. 1, 1958
Aug. 5, 1935 — Jan. 2, 1936

(14) Which of the following figures comes closest to the amount the TV film department spent during the last 12 months for TV film commercials?
$10,000 — $2,260,000 — $150,000 — $800,000

(15) Which one of the following designed the company's first offices in the London Guarantee Building?
Frank Lloyd Wright — John Olson
McStay Jackson — Maria Bergson

(16) Which of the following was never a client of the Burnett Company?
Bowen Seal-Fast Co. — Insta-Curl
Rockford Desk & Chair — Venus Corset Co.

(17) Which of the following was not in the company's first reception room?
Life Magazine — Stereoscope
Telephone — Ant Palace

(18) About how many magazines carried client advertising prepared by the Burnett Company in 1958?
368 — 65 — 212 — 636

(19) How many company stockholders are there?
122 — 14 — 148 — 49

(20) What is the total membership of the agency's 5, 10, 15 and 20 year clubs?
56 — 87 — 247 — 163

(21) How many square feet of office space are presently occupied by all the offices of the company?
20,000 — 180 — 132,363 — 112,768

(22) What is the combined number of railroad, airplane and bus tickets purchased during the past 6 months by the agency's transportation departments for agency travelers?
963 — 6,913 — 4,059 — 1,867

(23) What is the biggest single item in the company's annual budget?
Layout pads — Payroll
Rent — Phone Service

(24) What is the combined age of the Leo Burnett Company's Board of Directors?
663 — 650 — 264 — 789

HAPPY 24—*Leo Burnett Co. asked these questions in its Applestakes, part of its 24th anniversary celebration. The birthday is Aug. 5.*

Breck, RCA Victor Join in Campaign

NEW YORK, July 28—RCA Victor and John H. Breck Inc. have inaugurated an advertising and promotion campaign in which the hair preparations manufacturer will offer consumers an RCA Victor "preview album" of 12 lp classical and popular selections from the record brand's "new golden age of sound" albums.

The preview album will not be sold through regular outlets, but will be available to consumers for $1.00 plus a Breck box top or label. Consumers will be able to get the album in stereo for $1.25 plus a Breck box top during the offer period, Sept. 1 through Dec. 31.

Breck will spearhead its advertising with a gold ad on the back cover of the September issue of *Ladies' Home Journal* devoted entirely to the record offer. Other ads will be run in the September issues of *American Girl, Charm, McCall's, Scholastic Magazine* and *Seventeen*, as well as the Sept. 20 issue of *This Week Magazine*. Follow-up ads are scheduled for the October issue of *American Girl, Ladies' Home Journal, McCall's, Scholastic Magazine, Seventeen* and *Vogue*, as well as the November *Teens Today* and True Story Women's Group.

■ The print schedule will be supported by Breck with commercials featuring the album on the September and October spectaculars, "Shirley Temple's Storybook" (ABC-TV).

Breck will augment its advertising push with a variety of point of sale material, including floor display stands, posters, window streamers, shelf talkers and supermarket basket cards. Each display will carry a pad of coupons for consumer use in ordering the premium album. Breck will imprint "the golden age of sound premium album" on 8,000,000 grocery bags to be distributed to leading food chains.

■ RCA Victor will launch its advertising for the premium album, as well as to promote its "new golden age of sound" theme, with a full page in the Sept. 28 issue of *Life*. The ad will appear later in *Esquire, Harrison Catalog of Stereo Records, Hi-Fi Review, High Fidelity, Listen, Long Player, The New Yorker, Saturday Review* and *Schwann Long Playing Record Catalog* and *The New Yorker*.

Television commercials featuring all of the golden age albums are scheduled on "Bonanza," "Sunday Showcase" and "The Moon & Sixpence" (all NBC-TV). Spots on NBC Radio's "Monitor" will also promote the albums.

RCA Victor's sales promotions for the "golden age" albums and the premium album include illuminated gold window displays, window streamers, and gold supplements listing the albums. The jacket of the premium album will be made of gold foil. Transcribed radio spots and newspaper ad mats will be made available by RCA Victor for local advertising.

Advertising for RCA Victor is placed by Grey Advertising Agency, while the Breck campaign is handled by N. W. Ayer & Son. #

Grand Marnier Sales up 30%; Ad Budget Will Follow Suit

NEW YORK, July 30—Carillon Importers Ltd. has increased its fall and holiday advertising appropriation for Grand Marnier liqueur 25% as a result of a reported 30% increase in sales during the first six months of 1959.

The increased budget represents the largest investment ever made in the U.S., or any other market, for Grand Marnier.

Increased space and media scheduling will be used to acquaint a broader market with the use of Grand Marnier both as an after-dinner liqueur and as an ingredient in the preparation of epicurean specialties.

■ Color pages and smaller supporting units will be used in magazines including *Esquire, Fortune, Gourmet, Holiday, House Beautiful, House & Garden, Living for Young Homemakers, Newsweek, Playbill, The New Yorker, U. S. News & World Report* and *Vogue*.

Chester Gore Co. is the agency.

In 1958, Carillon Importers invested $66,204 in magazine advertising for Grand Marnier. This will be increased by $16,551 for a total of $82,755 for the remainder of this year. In addition, the company is expected to spend approximately $10,000 to $12,000 in magazines during the holiday season for its Bordinet brandy and cordials, Cherry Marnier, and Gold Leaf cognac. #

Burnett Shop Was Born in Hotel Suite, Quizz of Staff Reveals

CHICAGO, July 29—Leo Burnett Co. celebrates its 24th anniversary Aug. 5, with several employes due to have a little more than usual to celebrate.

Part of the anniversary celebration will include announcement of the winners of the Anniversary Applestakes, an employe contest offering 12 gift certificate prizes, ranging from $25 to $250.

The Applestakes contest consisted of 24—naturally—questions concerning the company, with a few of them designed to trip up the unwary. In fact it was reported that Mr. Burnett, board chairman, was seen puzzling over some of the questions himself (Mary Keating, his secretary and a member of the contest committee, subsequently ruled him ineligible anyway).

The answers will be released next Wednesday, but a few examples from the multiple choice questionnaire hint at the contest committee's shrewdness:

Question: *"When the company's founders first met to do business, where was that first shop?"*

Answer: The Palmer House (the London Guarantee Bldg. housed the first regular offices, but the founding fathers had previously gathered in a suite at the Palmer house to hammer out details of the new agency. The agency is now in the Prudential Bldg.).

Question: *"Which of the following was not in the company's first reception room—Life, telephone, stereoscope, ant palace?"*

Answer: *Life*, which came out a year later.

■ Interest in the contest ran high throughout the agency's five offices; of about 875 employes, 638 submitted entries.

An additional feature was that each entrant was to list the place he would like to use his gift certificate if he won. The requests included furriers, appliance stores, supermarkets, Brooks Bros., Rolls-Royce and the Mid America Bank (a Prudential Bldg. co-tenant).

The 24th anniversary also will be the occasion for welcoming new members to the agency's longevity clubs—five-year, 10-year, 15-year and 20-year.

Members of the contest committee were DeWitt O'Kieffe, senior vp; F. Strother Cary, vp; Vaughn Jones, manager of the service department, and Miss Keating. #

Brown Adds Four Accounts; Awards First Scholarship

Clarke Brown Co., Dallas, radio-tv representative, has added four new clients. They are KITE, San Antonio; WTCR, Huntington, W. Va.-Ashland, Ky.; KXYZ, Houston, and KRIG, Odessa-Midland, Tex. KITE and WTCR were formerly represented by Bolling Co. Former southern representative for KXYZ was Avery Knodel, and Clyde Melville Co. represented KRIG.

Clarke Brown has given its first annual Clarke Brown Co. scholarship award to the radio-television school at the University of Texas, Austin. Winner for the 1959-60 scholastic year was Billy J. Shannon, of Perryton, Tex.

WBAL-TV Names Frankenfield

John P. Frankenfield has been appointed program director of WBAL-TV, Baltimore. Mr. Frankenfield was formerly production manager of the station. Stanley J. Cole has been named to the new post of operations manager, assisting Mr. Frankenfield. Mr. Cole was formerly administrative assistant to the business manager of WBAL-TV.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

SPACE SALES - Chicago & Cleveland Two space salesmen or reprs. needed, prefer recent college grads., 1-3 yrs. adv. sales experience. Excel. opport. with growing nat'l pict. news mag. for mgt. Send resume, salary req.,
NEWS FRONT, 21 W. 45 St., New York 36

WANTED: Sales promotion director for national financial organization, Chicago. Work includes publicity, public relations, advertising, direct mail. Experience in factoring, commercial financing, installment sales financing preferred. Write

Box 2753, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
440 E. Ohio St., Chicago, SU 7-2255

ACCOUNT EXECUTIVE - DENVER
4-A Agency has opening for man thoroughly experienced in all phases of advertising - good knowledge of food merchandising a must. Excellent salary with liberal commissions on new business plus a profit sharing bonus. Best creative staff. Fine working conditions. Opportunity unlimited. Our staff knows of this adv.

Box 2754, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr Pollard
WA 2-2306, 220 S. State St. Chicago 4

ADVERTISING DIRECTOR
Rare opportunity for versatile, imaginative ad man with established organization in Gulf Coast city. Interesting & varied duties, ideal working & living conditions. Moving expenses for right man. Salary open. Supervise & work closely with ad agency (low 6-figure budget), write & supervise production of literature & other collateral material, occasionally act as 1-man agency producing complete local & regional ad campaigns. Should be able to speak well & get along easily with others. Send resume & salary requirements in confidence to

Box 2774, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SPACE SALESMAN. Northeastern states, for two top-notch ABC monthlies covering adjacent manufacturing industries, and companion buyers' guide-catalog annual. Some knowledge of equipment and machinery applications helpful. Age immaterial; ambition most important. Outstanding opportunity for a hard worker. Many company benefits; profit sharing. Will fit salary, commission arrangement to your experience. Send resume, small photo if available.

Box 2776, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

INDUSTRIAL SPACE SALESMAN
Ohio Area, working out of Cleveland office. Excellent opportunity with long established publication. Current volume, $100,000, can readily be doubled or tripled by conscientious effort. Salary plus commission and expenses. Write in confidence giving background resume and initial requirements.

Box 2769, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-EDITORIAL
Advtg-Sales Prom Mgr, Food Mgr to $20,000
Graphic Artist for small agency....Open
Package Designers, expd.....$6000-$10,000
Copywriter, Agency expd.....$9500
Asst. Adv. Mgr, Agricultural.....$8000
Marketing Trainees, Packaging.....Open
Editors, Trade Magazine or Assn.....Open
SHAY EMPLOYMENT AGENCY
55 East Washington, Chicago 2, Illinois

HELP WANTED

ADVERTISING SPACE SALESMAN
CHICAGO TERRITORY
I'm looking for a young man in his late 20's or early 30's with magazine or newspaper experience. A real opportunity for a go-getter to connect with the world's biggest magazine publishing house. Compensation commensurate with your ability. An enthusiasm for fishing and hunting not essential but helpful. Your resume with salary requirement will be confidential.

Box 2750, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL SPACE SALESMAN
Leading single magazine trade publication needs top-flight industrial salesman. Must be prepared to take on management responsibility reporting direct to publisher. Write, giving experience, age, salary requirements.

Box 2751, ADVERTISING AGE
630 Third Ave., New York 17, New York

SECRETARY

ADVERTISING

You have always dreamed of being a "gal Friday" for the advertising manager of a national concern. Here's your opportunity. To qualify you must be able to take dictation, type and handle special assignments.
Call Frank Mohr.

Culligan, Inc.
Northbrook, Illinois
CO 7-1330

EDITORIAL OPPORTUNITY UNLIMITED
Business magazine with ambitious expansion plans needs imaginative and productive editors who are interested in both present opportunity and future growth. Positions open include those with beginning and intermediate duties, as well as a position with top administrative responsibilities. Salary to match ability. Send complete resume.

Box 2770, ADVERTISING AGE
200 E. Illinois St., Chicago, Ill.

TRAVELING SALESMAN - If you can not make $300 a week selling our singing commercials and program aids to radio stations - you're not our man. Positions available fulltime or traveling men with non-competing lines. Send resume to **Tele-Sound Productions, Inc. Pennsylvania Building, Washington 4, D.C.**

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

WANTED: TRADE PAPER SPACE SALESMAN
second man, Chicago & Midwest Territory. Young man, with or without experience, to sell four successful publications. Salary and commission. Reply

Box 2752, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MANAGER—DIRECT MAIL
Creative copy and contact man to manage new syndicated service. Preferably single, in early thirties. Salary, plus profit-sharing. Send complete résumé and photo, with earnings each position.

Box 632, ADVERTISING AGE, 200 E. Illinois St., Chicago, Illinois.

HELP WANTED

PACKAGE DESIGNER for leading midwest industrial design office. Must have outstanding qualifications in package graphics and corporate identity design. Position offers opportunity in project design supervision and top management level client contact.

Box 2755, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

JOB HUNTING? Receive weekly, airmail reports on more than 1,000 current advertising job openings as advertised in newspapers and magazines from coast to coast during the next 13 weeks for $12. Single copy $2. Order section K-2
Professional Employment Digest
1501 West 25th North, Wichita 4, Kansas

POSITIONS WANTED

ASST. AD MANAGER—SALES PROM. INDUSTRIAL
Imaginative, practical. Want a future, not a salary. Copy, production, admin., conventions, sales meetings, agency contact. Marketing minded. 7 Years exp.

Box 2773, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE MIND . . . $100 per week. (Chicago) Versatile, adaptable female can string words, visualize layouts, plan & execute surveys, programs, talks. Share your work-load. I type too!

Box 2775, ADVERTISING AGE
200 E. Illinois, Chicago 11, Illinois

DIRECT MAIL EXECUTIVE
MANAGER—ADMINISTRATIVE ASS'T
Heavy, diversified experience all phases of major direct mail compaigns. Skilled list selection, scheduling, graphic arts preparation & production, purchasing, coordination of all details. Projections & analysis. Mature judgement, accept full responsibility. 14 years with top direct mail users.

Box 2756, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKETING SALES PROMOTION
Six year's experience (not one year's experience six times) including: retail sales (food and beverage), chain store management training, packaging and point of sale (heavy). Mostly sales, but can write and do rough layouts. Age 30. Married, college (BA) plus, intelligent, creative, pleasantly aggressive. Would like future with manufacturer or agency. Will definitely consider selling.

Box 2757, ADVERTISING AGE
630 Third Ave., New York 17, New York

SHARPSHOOTER WITH PLENTY OF AD-MUNITION
. . . seeks progressive Midwestern or Eastern target as AE or adv Mgr. Capable, creative, versatile producer—strong on copy and ideas—varied background industrial, consumer, direct mail, mail order, publicity, planning, etc. Now 4-A AE. University grad.; will relocate; $12,000.

Box 2758, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

YOUNG AD MAN SEEKS TO IMPROVE HIS LOT!
27, Adv. BA., 3 yrs. experience, copy, layout, production, direct mail, mailing lists, house organ, media, adm. details. Presently employed. Resume upon request.

Box 2760, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART BUSINESS IS GOOD IN MILWAUKEE!

. . . and we're busting out all over.

Here's what we're looking for:

Layout man—We've a terriffic opportunity for an experienced man who can visualize and do a good job of rendering. Good salary to a good man. National accounts who let us think for ourselves and suggest merchandising ideas. Phone John Steinke Broadway 3-6505

Keyline Paste-up Man (or Gal)—Here's a chance for someone who has made a career out of keyline and paste-up to really be appreciated. We've lots of work on national ads and collateral he can take pride in helping us produce. Good salary to good man. Phone Ron Blum Broadway 3-6505

Production Manager—This is the hot spot. We need a man who's been around to replace our present man who's moving into sales. One who knows typography, repro processes, scheduling, expediting to meet deadlines in the liveliest, hottest studio in town . . . a man who can handle clients and suppliers on phone and in person. Good salary to good man. Phone Earl Holsen, Broadway 3-6505

Milwaukee is only 90 minutes from Chicago—it's clean and very livable—swell place to raise kids—and there's plenty of hunting an fishing in Wisconsin. It's also one of the nation's graphic arts centers an you'll be surprised at the quality and quantity of art we're producing on top accounts. Write, phone or wire and we both might be getting a break.

FRANK H. BERCKER STUDIOS
741 North Milwaukee Street
Milwaukee, Wisconsin

POSITIONS WANTED

MAGAZINE ADVERTISING DIRECTOR
As present ad manager directed national magazine to largest sales ever. 15 years publication, ad agency background. Seeks Chicago connection where compensation is commensurate with performance. References. Address

Box 2771, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DO YOU HAVE ENOUGH BEZAZ?
Bezaz® is an intangible element of thinking and creating new, different ways of putting across fresh ideas. Writer with plenty of Bezaz available—send for resume.

Box 2772, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

HARDWARE SALES PROMOTION CATALOG MAN
Fully experienced sales promotions, dealer flyers, dealer catalogs, wholesaler catalogs, consumer circulars. Operate multilith 1250 press, copywrite, complete layout and pasteup. Will relocate.

Box 2759, ADVERTISING AGE
630 Third Ave., New York 17, New York

BOXED IN & ROTTING AWAY! Biz writer is breaking with plodding co. for N.Y. PR. Moderate $.

Box 2761, ADVERTISING AGE
630 Third Ave., New York 17, New York

TOP FLIGHT CREATIVE ARTIST
And Art Director desires position with reliable agency or manufacturer. 15 years solid background 4-A agency and studios top national acct's. Age 42, reliable family man. Willing to relocate—Starting salary 12 M.

Box 2762, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

OBJECT: MATRIMONY
CREATIVE TV ART DIRECTOR who believes TV is a visual medium seeks agency that believes the same. Object: wedding of visual to copy for better TV.

Box 2763, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCT. EXEC.-AD MANAGER
Creative adman offers 14 years successful promotional experience with Nationally branded packaged goods. Able speaker, good writer and planner. Seasoned marketer with rounded experience in copy, media, budgets, packaging, administration. Now earning $15,000. Age 38, family. Will relocate.

Box 2764, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AD MGR of famous publishing co. has background of toiletries mfr. sales prom.; mail-order copy and production; ad agency traffic. Hope for interest from Chgo-area firm. Age 31. PhB Degree.

Box 2765, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MANAGER FOR NEW ADVERTISING SALES DEPARTMENT
Large New York City publisher of scientific and technical magazines starting brand new Advertising Sales Department. Position as manager offers extraordinary opportunity for young, alert, and experienced man or woman, with ambition. Salary plus liberal commission. Must be able to research prospects, prepare promotion and presentation material, in addition to personal sales. Send résumé and references to Box 637, Advertising Age, 630 Third Avenue, New York 17, N.Y.

TOP CAREER OPPORTUNITIES WITH MAJOR REGIONAL AGENCY IN SOUTHWEST
Established, progressive Advertising Agency in largest, fastest growing city in Southwest; employee benefits include retirement, profit-sharing, life and hospitalization insurance plans; opportunity for advancement and stock participation; salaries commensurate with background and ability.

ART DIRECTOR:
Highly creative; Agency experience in major media . . . newspaper, magazine, television and outdoor . . . required; must have background in prestige approach to mass consumer products.

COPY CHIEF:
Agency background requisite; emphasis on mass consumer products; shirt-sleeves copy craftsman with comprehensive experience in major media required.

Please send résumé of educational and professional background, recent photograph, and other pertinent information, including salary requirements, to
CLAY STEPHENSON ASSOCIATES, INC.
P. O. BOX 20105
Houston 25, Texas

REPRESENTATIVES WANTED

Monthly consumer sport magazine has openings for reps in most markets. Write

Box 2741, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

QUALITY NEW YORK MAGAZINE beginning publication this fall with guaranteed 250,000 monthly circulation seeks active representation for luxury accounts in Chicago, Detroit and West Coast areas.

Box 2766, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

ATTENTION PUBLISHERS
I am resigng as adv. and prom. mgr. of a publ. with which I have been connected for 13 yrs. I now plan to open a N.Y. office and represent a publ of trade, profl or other pbls, covering agcs and accts in NY and other eastern states.

Box 2667, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

FREE WRITERS CATALOGUE
giving manuscript markets. Write **Literary Agent Mead, 915 Broadway, New York 10.**

GUMMED LABELS addressed to 50,000 sales managers of large manufacturing firms available for $9.00 per 1,000. Write

Box 2744, ADVERTISING AGE
200 E. Illinois, Chicago 11, Illinois

NOW get saturation spots on Radio & TV Contest Shows in So. Calif. & West at low cost. Write **Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.**

CLASSIFIED 'PHONE DIRECTORIES for most major US trading areas. Up-to-date, good condition, reasonably priced. Write for details:

Box 2768, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

TOUGH JOB WANTED BY CREATIVE AGENCY EXECUTIVE AND ACE ACCOUNT SUPERVISOR
Seeks opportunity with wide potential. Self-starter with keen perception and tact. 16 years agency, manufacturer experience, all phases. Consumer, industrial. Age 39. University grad. Will relocate. Box 639, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

An opportunity for an

ADVERTISING MANAGER

with broad experience in magazine advertising space sales on national basis in the United States.

30-40 years old

Substantial salary plus commission

Send full information to

P.O. Box 9317
Chicago 90, Ill.

All inquiries treated confidentially

UNUSUAL OPPORTUNITY LEADING AGENCY WANTS GROUP SUPERVISOR FOR MAJOR ELECTRICAL ACCOUNT

If you have the qualifications, you will head a group serving a major portion of one of the country's top industrials.

We're looking for a man with solid background in the marketing of electrical equipment and apparatus. He will be responsible for contact with important client executives. He will be expected to make major contributions in creative marketing planning. He must be a good administrator capable of leading a group of seasoned and highly able contact and creative people.

The pace is fast, so he'll have to be a "getter-doner" of the first rank, but he will be solidly backed by a staff that has lots of talent, experience and drive.

Salary: Open.

Box 646, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE

We are looking for an AE who wants the interesting agency life but not the usual deadline and ulcers. You must be able to "sell" our individualized banking program to present clients and still establish new business for this fast-growing firm that specializes in financial advertising.

Drawing Account plus percentage assures income of $12,000 upwards, depending upon your ability.

We have 19 established branch offices and are presently interested in hearing from men in the following areas: Milwaukee, Atlanta, New York City.

Send résumé immediately to Vice President, Box 635,
ADVERTISING AGE
630 Third Ave. New York 17, New York

To a Creative Copywriter who wants to be an Advertising Manager

We have a job that right now means creating ideas and copy for direct mail and magazines, the selection of media, and contact with our agency. The man who makes the grade will find plenty of room for advancement in this prominent growth company.

If you have ambition, a college education, are old enough to have had practical experience in writing and in advertising management, can demonstrate real creative ability, and would like to live in a pleasant Great Lakes city—then send your résumé and salary requirements. A picture will help, too. These will be held in strict confidence. Box 642, Advertising Age, 630 Third Avenue, New York 17, New York.

WESTERN PUBLICATION WANTS MANAGER FOR MIDDLEWEST

This is a long established construction magazine with considerable business in the middlewest. An excellent opportunity for a man experienced in space sales, preferably in the construction field. Write now for particulars to Jack R. Vanneman, Publisher, **WESTERN CONSTRUCTION, 609 Mission Street, San Francisco.**

PROFIT-MINDED 2 MKT'G/ADVTG EXECS.

Available soon, owing to merger. Consumer packaged goods bkgd. Agency & mfg. experience. Impressive record. Highly recommended by current employer. Dynamic. Either or both would be an asset to your team. Salary $12,000 to $15,000 and $25,000+.

Inquire for details. No obligation.
HARPER ASSOCIATES, INC. (Agency)
180 Broadway, N. Y. 38, N. Y.

NEW-PRODUCT MGR., (from idea thru mktg). Product mgr. & research exper. Pkg. goods. To 48. to $20M
ADV. & SLS. PROM. Mgr., big food co. Mktg. degree desirable. Agency exper. helpful. $16-20M
TV WRITER. Agency exper. $12M
BRAND MGR., young. Food or drug adv. dept. exper. under brand mgmt. system. to $10M
POP. PKG. DESIGNER, midwest. $7M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

CONCRETE PRODUCTS

Major nationwide producer of wide variety of precast concrete products has staff opening for civil engineer. Must be capable of developing technical manuals and doing promotional writing. Will do some field work with outside engineering offices. Long range potential for growth and advancement. All replies confidential. Our staff know of this opening. Please write about yourself in detail. Address Box 638, Advertising Age, 200 E. Illinois St., Chicago, Illinois.

SPACE SALESMAN WANTED—MIDWEST

Our client, a national monthly farm magazine, is seeking one or more salesmen to cover Wisconsin, Minnesota, Illinois and Central States area.

Excellent accounts open. Good territory, producing good income. Strong promotion and research program. Your letter and references kept in complete confidence. Our men know of this opening. Please send your résumé to:

Richard Manville, President
Richard Manville Research Inc.
230 Park Avenue
New York 17, New York

ADVERTISING SALES
SALARY—COMMISSION—BONUS—OPPORTUNITY

Here is an unusual growth opportunity for ambitious, hardworking space salesman with established and respected business paper in liquor field. Knowledge of licensed beverage and/or restaurant field desirable but not essential.

The publication which recently had new owner is embarking on an aggressive development program which will produce results.

The salesman selected probably will be advertising manager inside of two years.

Please give full details in letter which will be treated in strict confidence. Personal interviews will be arranged for selected applicants.

Box 643, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Growing national magazine offers exceptional opportunity for man 32-45 years old. Must have mail order, advertising agency or publication experience. Chief position requirements: Proven managerial ability, experienced in preparing sales promotion literature, know how to maintain detailed records of every phase of operation, prepare presentations for salesmen and assist in selling. Submit qualifications covering education, experience, salary requirements, phone no. Box. 644, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

SALES REPRESENTATION

Executive calling on advertising agencies all over country will consider representing additional properties or services in television, radio, point-of-sale or allied lines. Successful contacts over ten year period with leading agencies in all major cities. Box 641, ADVERTISING AGE, 630 Third Ave., New York 17, New York.

DISTRICT MARKETING MGRS.

Men capable of earning up to $30,000 yearly selecting & appointing distributors wanted by fast-growing big-ticket, consumer goods manufacturer in growth industry. Combination of industry's dominant brand name, multi-million dollar national advertising, strong consumer demand make this once-in-a-life-time opportunity. Top producers can expect thorough training, leads, all possible advance advertising & direct mail support. Heavy travel. Salary plus commission plus expenses; Liberal insurance & hospitalization plans. Send details of experience in confidence to:

Director of Personnel
Box AA-141, 125 W. 41 St., N. Y. 36

ADVERTISING

We handle your employment problem confidentially and effectively.

MARKETING MANAGER $15,000
Food bkgd., merchandising exp. for top level ad agency.

ACCOUNT EXECUTIVE $13,000
Creative indust. bkgd. Electrical or electronics exp. preferred.

COPYWRITER $12,000
Exp. in men's apparel, financial, food, Print and TV exp.

2 COPYWRITERS $10,000
One, electronics bkgd., the other outboard motors, office equip., etc.

ASSISTANT TO PRES. $10,000
Expd. in all phases of industrial agency operation. Good copywriter.

ADV. SALES PROM. MGR. $11,000
Expd. in heavy indust. machinery. All phases of adv., Sales Promotion.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

Space salesman wanted for Cleveland-Pittsburgh area by leading engineering Society. Compensation over $10,000. Write in confidence: **C. R. Tunison, 542 East 79th Street, New York 21, N. Y.**

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

ACCOUNT EXECUTIVE WANTED—CHICAGO AREA

Medium sized, multiple office national agency needs one or two young A. E.'s for Chicago office. Chance with young organization to grow with company and future stock ownership. Bring some billing. Excellent facilities. Excellent chance for men 25-40 to move to top positions in 3 million plus agency. Write Box 633, Advertising Age, 200 East Illinois St., Chicago 11, Ill.

PUBLIC RELATIONS

Central New York state manufacturer is seeking young creative writer with solid editorial experience for work with established Public Relations Department. Broad background desirable for assignment in expanding product publicity program. Training and experience will determine starting salary in $7,500-$8,500 range with nationally known growth firm. Send resume to 631, ADVERTISING AGE, 630 Third Avenue, New York 17, N. Y.

ASSISTANT EDITOR

Large national organization has position available for Assistant Editor of prize-winning Company sales and merchandising publication. Applicant must be qualified to take full charge of planning, writing and producing a 48-page bi-monthly. Must have sound knowledge of retailing and should display initiative and imagination. Excellent opportunity for advancement. Starting salary—$7200 per year. Please forward detailed resume covering full qualifications, including current salary to:
BOX 640, ADVERTISING AGE,
360 Third St., New York 17, New York.

WALKER
BETTER JOBS—LOWER FEES

A.E. Supervisor package foods	25-30M
Adv. Mgr. medical products	10-12M
A.E. package foods	15-20M
Copy Chief creative ability	18-24M
Space Rep. nat'l pub.	10-12M
Tech Writer chemistry b/g	7-9M
Copy-Contact farm feeds	10-15M

Send complete résumés to us for confidential handling
212 South 7th Street, Minneapolis 2, Minn.

WANTED
Advertising Account Manager

Here is exceptional opportunity as product account manager in advertising department of leading manufacturer of electrical equipment, located in North Central Ohio community which offers big city advantages without big city stresses. Responsibilities include creation of all merchandising materials for major product line. Ability to write technical copy is essential. Some technical background would be helpful. Replies held in strict confidence.

Box 634, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MAN

27, married, no stranger to graphic arts procedure. 2½ years agency bkgrnd. Would make able assistant. Desire challenge. Prefer Chicago area but would relocate. Advertising student evenings.

Box 647, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Advertising Executive with billing wants to buy or make substantial investment and devote full time for control or interest in profitable advertising agency. Box 594, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

Fine, Fast, Fairly Priced Photography

pics incorporated **photographers**
DEARBORN 2-1062
197 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Boston Transit Group Names O'Ryan and Batchelder

The Metropolitan Transit Authority of Massachusetts has named O'Ryan & Batchelder to handle advertising on the Boston transit system. The company will open an office at 78 Lansdowne St., Boston, with M. Joseph McInerney exec vp and manager.

Don Kemper Moves in N. Y.

Don Kemper Co. moved its New York office Aug. 1 from the Empire State Bldg. to the entire 23rd floor at 655 Madison Ave. as "part of a long-range expansion plan."

ADV. CREATIVE DIRECTOR with $125,000 BILLING

seeks established Chicago Agency that needs this top man, not for the above billing, but for his know-how in creating $$$$ producing space, radio and TV campaigns. Here is a "right arm" to support you in ALL phases of creation, production and service. Energetic, personable, intelligent! Write Box 645, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 158,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

COPY DIRECTOR

Experienced not only in writing but in *directing* and guiding an idea to finish.

Background in Direct Mail most important.

National financial agency, headquartered in Boston; ideal creative conditions; brand new building.

This is a Key Position in our company and our future. We're in a hurry, but will wait for Right Person.

Résumés to Box 636, Advertising Age
630 Third Avenue New York 17, New York
All replies will be acknowledged.

55 Advertisers Set TV Specials for '59-'60

(Continued from Page 1)

ent company, RCA, move sets, no doubt. But ABC is still not equipped for tint tv, and CBS has plans to colorcast only one special at this time.

■ Among the sponsors who are putting their money on the line for fall-winter specials, as each network chooses to define them, are:

At ABC—Falstaff Brewing; Liggett & Myers; Mars candy; John H. Breck Inc.; Oldsmobile; Chevrolet; U. S. Time Corp.; Mutual of Omaha; John Oster Mfg. Co.; Minnesota Mining & Mfg.; Quaker Oats; Westclox, and General Mills.

At CBS—Maybelline; Philco Corp.; Westinghouse Electric Co.; Benrus Watch; Sara Lee Kitchens; Hoover Co.; Du Pont; Chevrolet; Allstate Insurance; American Gas Assn.; Camels; Revlon; Carling Brewing; U. S. Steel Corp.; Westclox; General Mills; Bell & Howell; B. F. Goodrich; Greyhound; Buick, Whitman Candy and General Electric.

At NBC—Coca-Cola; Du Pont; Warner-Lambert; AC spark plug division and United Motors Service divisions, General Motors; General Motors Corp.; AT&T; Westclox; Buick; Ford; Pontiac; U. S. Time; U. S. Brewers Foundation; RCA; Equitable Life Assurance Society; Hallmark; Watchmakers of Switzerland; Sheaffer Pens; Rexall Drug; Gillette; Remington Rand; Prestone; Chrysler; Ideal Toys and Lionel trains; General Mills; Minute Maid; Brunswick-Balke-Collender, and the Academy of Motion Picture Arts & Sciences.

■ Two of these names are brand new to television. Equitable Life Assurance Society will enter the medium in October, with an irregularly scheduled series of six one-hour dramas to be aired in the Sunday 8 p.m., EST, period on NBC. These shows will be produced in cooperation with the editors of *American Heritage*, with the first set for Oct. 18.

The Swiss watchmakers will build an hour telecast around the presentation of awards to the top recording stars. This show will be presented Sunday, Nov. 29 at 8 p.m., also on NBC.

The list of special sponsors includes some returnees to the medium. John Oster Mfg. Co., which will sponsor Steve Lawrence and Eydie Gorme, in an hour of music and fun Nov. 25 on ABC, has not been in network tv since 1955. The electric kitchen appliance line will be featured in the commercials.

Whitman Candy, co-sponsor of Red Skelton's "Wizard of Oz," a pre-Christmas CBS offering, last used the medium in 1950.

■ General Mills and Westclox are spreading their specials budget over all three networks. They will telecast three 90-minute MGM productions on CBS and two on ABC. They are paired for sponsorship of "Philadelphia Story" on NBC Dec. 7.

■ Perhaps the top prestige super shows coming up on CBS are the six prime time news and information programs to be backed by Bell & Howell and B. F. Goodrich Co. The content of these telecasts will depend on what is going on of special interest in the world at the time the shows are scheduled.

NBC this year is out to see just how special specials can be on a weekly basis. That network has at least three weekly series of them coming up. Ford Motor Co. will present 39 specs in the Tuesday 9:30 p.m. spot. Having lost out in a hassle with CBS over the title, "Fabulous Fifties," the series kicks off with something called "The Wonderful World of Entertainment" Oct. 6.

Special programs also will fill the Friday 8:30 p.m. and the Sunday 8 p.m. hours. Various shows are being brought in on Fridays by advertisers ranging from AT&T to Warner-Lambert. The Sunday night hour will emphasis live drama; there are still lots of sponsor availabilities here.

■ Why is the big flashy kind of television buying attracting more advertisers? Sellers point out these major reasons: (1) It is highly merchandisable; (2) advertisers can concentrate on their key seasons, and (3) the prestige pluses of exceptional telecasts can be tremendous.

All these factors no doubt influenced a company like General Motors, which has specs booked for Oldsmobile, Buick, Chevrolet, Pontiac, AC spark plug, United Motors Service, and the over-all corporation. The corporate telecast, on Nov. 13, will be used to unveil the whole new GM line of cars.

Timex, Westclox, Rexall and Hallmark all pick their tv spending seasons carefully, at a time when a big splash can do them the most good. Their efforts involve a great deal of buildup promotion and follow-through merchandising.

Prestige, image-making considerations sway buyers such as U.S. Brewers Foundation, which entered tv via this route, as well as AT&T and Equitable Life. #

Reach Hits Accounts' Tendency to Gravitate to Bigger Agencies

(Continued from Page 1)

cations illuminate the present trend in the agency business—the big get bigger and the small get headaches.

"We need a man of Mr. Mortimer's stature to make an equally true and simple statement that America's leading advertisers have found it pays to stay with their agencies, help them grow and help them make money. Such a statement would relieve some of the insecurities and anxieties and put a stability in the agency business which is badly needed."

■ He told the agency's stockholders that Reach, McClinton's financial statement represented "a pretty good showing after the expenses of acquisition and integration of two mergers and the extremely high costs of building an organization for the future." Reach, McClinton acquired H. B. Humphrey, Alley & Richards, Boston, last January. It acquired the J. R. Pershall Co., Chicago, last December. #

Profit Research to Marks

Profit Research Inc., New York, publisher of books on money-making ventures, has appointed Robert M. Marks & Co., New York, to handle its advertising, replacing Wm. Warren, Jackson & Delaney and Diener & Dorskind. The publisher's advertising has been confined to radio, with commercials consisting of 15-minute talks on money matters delivered by Sidney J. Walton, head of the company. The account is expected to bill over $300,000 during the next 12 months. Plans are being made to use magazines, newspapers, direct mail and television in test markets to supplement the radio push.

A STAND-OUT—*Skil Corp., Chicago tool manufacturer, in August will run four-page ads in trade publications featuring a center spread with die-cut pictures that rise off the page as the spread is opened. The ads, to appear in American Lumberman, Building Supply News, Hardware Age and Hardware Retailer, will promote Skil's new four-unit line of Snap-Lock portable tools designed for quick placement in stationary positions. Consumer ads on this line will appear in the fall in American Weekly, This Week, independent Sunday supplements, Look, Popular Mechanics and Popular Science. Fuller & Smith & Ross, Chicago, is the agency.*

Sawyer-Ferguson, McDevitt to Merge Effective Sept. 1

(Continued from Page 1)

cisco *Chronicle* and such papers as the *Chicago Daily News* and the *Sun-Times*, *New York Times* and *Philadelphia Bulletin* on a regional basis.

■ J. L. Ferguson will be president of the merged operation, while F.P. McFadden, who headed McDevitt, will be senior vp, J. F. Skelly Jr. and E. J. Perry, who were exec vp and vp-secretary, respectively at McDevitt, will have no titles in the merged company. J. H. Sawyer Jr. will be exec vp, and all other S-F-W executives will retain their titles.

At one time or another McDevitt represented the *Washington Times Herald*, *St. Louis Star Times*, *Philadelphia Record* and the *Dayton Journal Herald*. These newspapers were purchased by their competitors. Sawyer-Ferguson-Walker represents three of those purchasers: *Washington Post*, *Philadelphia Bulletin* and the *Dayton News*.

■ Earlier this month, another McDevitt client, the *Camden Courier-Post*, was purchased, effective Sept. 1, by Gannett Co. Mr. McFadden indicated yesterday that this precipitated the merger with S-F-W. "I had long been thinking of a merger," he said, "and I thought the best interests of our stockholders could be served by a merger. I didn't shop around, just came to Sawyer-Ferguson-Walker, and my newspapers came along."

Mr. McFadden added that "three or four other representative companies are on the merger-precipice right now." He declined to name them.

Mr. McFadden and Mr. Ferguson said their merged companies make "one of the biggest representative operations in the business." They said the "principal people" in McDevitt's offices would continue on the payroll.

S-F-W'S FERGUSON LEAVES COLOR GROUP

NEW YORK, July 30—J. Larned Ferguson, head of Sawyer-Ferguson-Walker, said yesterday that he had resigned from Newspaper Color Advertising Inc.

"A couple of the newspapers we represent felt the project was at odds with what the Bureau of Advertising has been trying to do," said Mr. Ferguson. He added, "Personally, I feel color is a great opportunity for newspapers."

■ Peter Benziger, head of Ridder-Johns, another figure in the newspaper color picture, told AA:

"Mr. Ferguson's resignation as a director of Newspaper Color Advertising Inc. has been known to us and pending some time due to other pressing business problems. Though we will miss Larned's official representation on the board, this has no effect on the plans of Newspaper Color Advertising Inc., which are progressing most satisfactorily at this time. A number of major newspapers are committed, and more than enough others to make it a going concern are definitely interested."

■ When Newspaper Color Advertising was incorporated (AA, June 8), four representative company presidents made the announcement: Peter Benziger of Ridder-Johns; J. L. Ferguson of Sawyer-Ferguson-Walker; Frank McFadden of George McDevitt Co., and J. Rufus Doig of O'Mara & Ormsbee. The four became directors. F. Bourne Ruthrauff, former vp of Erwin Wasey, Ruthrauff & Ryan, was named president.

Announcement of the new group was greeted with both approval and disapproval, with some representatives viewing the new sales organization to promote and sell newspaper r.o.p. color as "divisive." #

Waters Named President of Vick's Products Division

R. D. Waters, formerly president of Hess & Clark, Ashland, O., a veterinary drug subsidiary of Vick Chemical Co., has been named president and general manager of Vick's products division, New York. He succeeds Kirby Peake, who resigned to join Carter Products as administrative vp. Succeeding Mr. Waters at Hess & Clark is Hermon High, Vick senior vp and board member. At the same time, the company elected Frank N. Getman, president of Wm. S. Merrell Co., another subsidiary, vp of Vick Chemical Co.

Flanedy Joins Colle & McVoy

Leo S. Flanedy has joined Colle & McVoy Advertising Agency, Minneapolis, as a consultant. Mr. Flanedy was formerly regional general manager of the Minneapolis office of Parke, Davis & Co.

Frozen Juice Group Adds $3,300,000 to B&B's Citrus Billing

(Continued from Page 1)

Bowles vp and Florida representative.

"The concentrator program will be based on strong promotional advertising aimed at wide sampling of this season's excellent pack of juice, whereas the long-range program sponsored by the Florida Citrus Commission is more of an educational effort."

The tentative advertising schedule, Mr. Warren said, calls for color pages in *Life*, *Look* and *The Saturday Evening Post* and in *This Week Magazine*, *American Weekly*, *Parade* and the First Three Markets Group, for a combined circulation of 55,000,000. In addition, large ads are planned for 165 newspapers in 148 markets throughout the nation, with a combined circulation of 31,000,000. Two colors will be used in many of the newspaper ads, Mr. Warren added.

A seven-man steering committee representing the processors is working with the agency and representatives of the Florida Citrus Commission in planning the promotion.

Prizes for the related contest probably will include a grand award of $25,000 in cash and 100 all-expense trips to Florida. There also will be nationwide distribution of millions of coupons worth several cents each in multiple purchases of the popular six-ounce cans of concentrate.

■ General manager Homer E. Hooks of the Florida Citrus Commission said that the program will have the full support of the commission's 55 representatives located throughout the U.S. and Canada.

Participation in the new program will mean that processors who advertise their own brands will be contributing to three advertising programs designed to sell frozen orange concentrate. The entire industry is taxed to support the Citrus Commission program, including all citrus products, fresh and processed. This account runs approximately $3,700,000 annually and is handled by Benton & Bowles.

Well over half the Florida orange crop has gone into frozen concentrate for the past several years, though the product was not introduced until the end of World War II.

With a plentiful supply of the product on hand this season, as opposed to the short situation prevailing a year ago, industry observers say the wide sampling program is well timed. It is the first instance in which the Florida citrus industry has engaged in such a program, and it may be the first time that any segment of the frozen foods industry has engaged in an all-brands sampling program of such magnitude.

■ With ads breaking in September, October and November, the $1 million-plus processor program will tie into and supplement the citrus commission's special $750,000 summer advertising push on concentrate.

While all participants in the newly-announced program are members of the Florida Canners Assn., it was pointed out that they are acting as an independent group in this case. Their ads will carry the signature "producers of frozen orange concentrate in Florida," Mr. Warren said. #

Best Co. Promotes Anderson

Gordon Best Co., Chicago, has appointed Mary Ann Anderson toiletries copy supervisor. Miss Anderson has been with the agency five years.

Eastern Air Lines Asks CAB: Halt Rival's 'False' Ads

(Continued from Page 1)

round trip between New York and Miami under a large-type headline reading, "Only National," although "the identical air fare and most of the services and accommodations mentioned in the ad were equally available via National's competitors."

• **2.** A similar National ad "erroneously" gave the impression that National offers a two-week vacation in Miami for $70.20, "whereas the amount is only the air fare."

• **3.** The same ad states that "National's Thriftair fare on Starlight Club coach services is the lowest fare ever." This is "clearly misleading," since Eastern and Northeast Airlines "offer the same fare."

• **4.** The same National ad contains the words, "Save $36.90 over other round trip coach flights." This claim "is unlawful," because it gives the impression that "only National" offers these savings.

• **5.** Almost all of National's current advertising contains the legend, "First with jets in the U.S.A." This "is improper and deceitfully unlawful," because Pan American was the first to operate turbo-jets in the U. S. (even though on international flights); other carriers operated prop jets before National operated turbo-jets, and National "currently" has no service with turbo-jets. (National operated turbo-jets last winter, using planes obtained from Pan American.)

• **6.** An ad run by National July 13 carried the headline, "Now you can fly to Miami for only $45 *any day* of the week." A footnote advised that the $45 fare was not effective until July 19. Actually, the fare will be $45.45 until July 29, when it will become $45. "The deception involved is stating in headline type that a fare is available 'now,' when in fact the fare does not become effective for 16 days is apparent." Eastern's $45 economy fare became effective July 23, six days before National's. National tried to obtain "some competitive advantage" by "deceptively" advertising on July 13 that its $45 fare was available "now," CAB was told.

• **7.** From March 1 to June 30, National sponsored a prize contest in which participation was limited to passengers on National flights. As a result, Eastern considered a similar promotion. Eastern's counsel advised that such a contest would be a violation of the Federal Aviation Act prohibiting rebates. Eastern therefore refused to undertake the contest.

The CAB informed National that the contest violated the act (AA, July 27), but National "nevertheless continued to promote and advertise the contest in spite of these admonitions."

National's "indifference toward its obligation as a common carrier strongly indicates that the public and competitive air carriers alike will need the fullest protection the board can provide to prevent further and continued unfair and deceptive practices and unfair methods of competition by National," the complaint said. #

Detroit Company Alters Name

Detroit Harvester Co., Oak Park, Mich., multi-line manufacturer of automotive, industrial, agricultural and consumer products, has changed its name to Dura Corp., effective Aug. 1.

Last Minute News Flashes

Squibb Names Donahue & Coe for New Product

NEW YORK, July 31—E. R. Squibb division of Olin Mathieson Chemical Corp. has appointed Donahue & Coe to handle an extensive market test of an over-the-counter drug product. The campaign, marking Squibb's return to active competition in the consumer field, will begin in the fall. Cunningham & Walsh, one of the agencies which made presentations for the new assignment (AA, July 6), will continue on Squibb's other consumer products.

Heath Names Biddle for New Toffee Ice Cream Bar

ROBINSON, ILL., July 31—L. S. Heath & Sons, maker of the Heath candy bar, has named Biddle Advertising Co., Bloomington, to handle its account. Heath has not had an agency for several years. Biddle will work principally on a new toffee ice cream bar that Heath is now franchising dairies to handle. The bar is currently in distribution in 22 markets, and additional franchises are planned. Advertising in ice cream trade publications will start in September; consumer advertising in cooperation with local franchisees will follow and will be in tv and newspapers. The account reportedly will bill about $250,000.

Volvo to Name New Agency in Mid-August

ENGLEWOOD CLIFFS, N. J., July 31—Volvo Import Inc., importer of the Volvo automobile from Sweden, and its agency, Advertising Agencies Inc., Los Angeles, have terminated their relationship. David Beesley, sales manager, said Volvo has been interviewing New York agencies and has narrowed the choice to three, with a decision due by Aug. 15. Volvo has been billing about $250,000.

Childs Leaves C&W Post to Be Texaco Ad Chief

NEW YORK, July 31—John H. Childs, vp of Cunningham & Walsh, where he has been account supervisor on Texaco, today was named general manager of advertising and sales promotion by Texaco Inc., effective Sept. 1. Donald W. Stewart recently left his longtime post as advertising manager of Texaco, following a "difference of opinion or a clash of personalities" (AA, June 22).

CandyGram Account Goes to Young & Rubicam

CHICAGO, July 31—CandyGram Inc., candy-by-wire service, has named Young & Rubicam, Chicago, as its new agency. Reach, McClinton & Pershall resigned the account in April. William H. Rentschler, president, said the company would spend in excess of $200,000 for advertising during the next 12 months. Mr. Rentschler is also board chairman of Stevens Candy Kitchens, which supplies the candy for CandyGram. He said he would name a new agency for Stevens (also succeeding Reach, McClinton) next week. Reportedly among the final agencies considered for CandyGram were Elliott, Jaynes & Baruch, John W. Shaw Advertising and George H. Hartman Co., all of Chicago.

Mar Pro Listens to Agency Solicitations

CHICAGO, July 31—Mar Pro Inc., manufacturer of automotive accessories, heard presentations this week from several agencies. A decision will be made in August on whether the company's present agency, Waldie & Briggs, will be retained.

American Tobacco Starts Riviera; Other Late News

• **American Tobacco Co.** launched its long-expected new cigaret, Riviera, Aug. 1 in Akron, Cleveland, Detroit, Kansas City and New Orleans. It is a mentholated, king-size, air-cooled filter cigaret. Sullivan, Stauffer, Colwell & Bayles, New York, which already handles American's Pall Mall cigaret, has been named agency for the new brand.

• **Harry Walsh** has resigned as assistant advertising director of *This Week Magazine*, effective Aug. 1. Last week, Alden James resigned as exec vp and advertising director. Mr. Walsh has been with the supplement 17 years (*for other news of This Week Magazine, see Page* 38).

• **General Foods** is testing a prepared oat cereal—Heart of Oats—in Albany, N. Y., and Davenport, Ia., using newspapers and spot tv. Benton & Bowles, New York, is the agency. Kellogg Co. has also introduced a dry oat cereal, OKs (*see story on Page* 2).

• **The House legislative oversight subcommittee** today filed a motion in general sessions court, New York, asking for sealed records of the grand jury which probed irregularities in tv quiz programs. The affidavit declared the committee has "no intention of publishing" the findings.

• **Procter & Gamble,** Cincinnati, commenting on the Federal Trade Commission complaint against the company (*see story on Page* 2), said Friday (July 31): "We are puzzled by this FTC action. P&G does not have any exclusive contracts with manufacturers of automatic washing and dishwashing machines, nor does it have an advertising program of the sort described in the complaint." It said P&G had changed its contracts and supporting advertising some time ago and "therefore, the complaint refers to contracts which no longer exist and to advertising which hasn't been run for many months. Under these circumstances the issuance of a formal complaint seems totally unnecessary."

• **The House rules committee** has agreed to hold a hearing Monday (Aug. 3) on the controversial federal fair trade bill approved by the House commerce committee. It had been assumed that proponents of this measure would not seek House passage until 1960 in view of a recent decision by a Senate subcommittee to postpone fair trade legislation until next year. Scheduling of the hearing by the rules group indicates that supporters still hope for House passage this year.

• **National Airlines** petitioned the Civil Aeronautics Board today for a reversal of the initial decision issued last week (AA, July 27) holding that a widely advertised contest conducted by the airline last year was illegal (*for other news of National Airlines advertising, see story and news flash on Page* 1).

• **Jack Bishop,** formerly with Young & Rubicam, has joined the Boyle-Midway division of American Home Products Corp., New York, as product manager in charge of Aerowax and Sani-Flush.

• **L. E. (Dusty) Miller** has resigned as senior vp at Lennen & Newell to join J. M. Mathes Inc. Aug. 3 as a vp, director and account supervisor on Canada Dry. In the latter post he succeeds Harvey L. (Dusty) Rohde, who resigned recently.

Grey Promotes Alfred Hollender to Exec VP Post

He Becomes Second Grey Exec VP, Marking Trend to Greater TV Emphasis

NEW YORK, July 31—One of the most bullish agencies in television this week boosted its top tv expert to exec vp status.

Grey Advertising Agency, which expects its tv billings for the 1959-60 season to jump to the $25,000,000 to $27,000,000 level, promoted Alfred L. Hollender from vp in charge of television to exec vp.

Alfred Hollender

Lawrence Valenstein, chairman of the agency, said Mr. Hollender would have "area responsibility for television, marketing services, production, finance and branch office operations," in the newly created post.

He becomes the second exec vp at Grey. Herbert D. Strauss has held this title since 1956. He now will devote all his time to supervision of client contact and creative services. This kind of separation of intra-agency responsibility, with buying—marketing—finances on one side and creative services—client contact on the other, is becoming a familiar one in the business.

■ Mr. Valenstein said the growth of the agency volume, particularly in television, prompted the appointment of a second exec vp.

Grey, which billed $42,800,000 in 1958, according to ADVERTISING AGE's billings compilations, is now billing in the vicinity of $50,000,000 annually, the agency's new exec vp estimates.

Mr. Hollender, who was a partner in the Louis G. Cowan package house before he joined Grey more than six years ago, told AA that the agency's booming tv business was due to a combination of expanded budgets from old clients as well as to tv-minded new clients, such as Ward Baking and P&G's Big Top peanut butter. At this stage of the planning, it looks as though Grey will be active for its clients on about 15 network shows. These buys will range from minute inserts to specials.

■ Under Mr. Hollender's regime, Grey has been quite busy in the placement of spectaculars. Why this predilection for specials? They bring much needed "excitement, variety and glamor" to tv programming and they can be "very effective" for advertisers, the agency executive said.

Basically a programming man, Grey's new exec vp obviously feels no shame whatsoever about being closely associated with tv. He believes the industry is in the "healthiest financial and creative condition of its young history," and he is very hopeful about the program outlook for the coming season.

■ Among the forward-looking program signs, to Mr. Hollender's way of thinking: ABC's hour adventure films, "The Alaskans," "Adventures in Paradise" and "Bourbon Street Beat," the big crop of specials coming in on all the networks, and NBC's efforts to bring back live drama on Sunday night at 8 p.m., EDT.

"It's not like last year when the new season just brought on more westerns and quizzes," Mr. Hollender commented.

Since the Grey agency executive has been so closely associated with big, heavily merchandised specs for clients like Greyhound and Benrus, it is not surprising that he disagrees with those agency men who believe tv is in a transition toward a general pattern of magazine-like, insert selling.

■ Mr. Hollender prefers the current system, which offers buys ranging from minutes to 90-minute extravaganzas to meet the needs of all types and sizes of advertisers.

Mr. Hollender said there would be no personnel shifts in the tv department or in the agency as a follow-up to his appointment. He noted that he already has strong back-stoppers in the tv department. Among them is William Craig, former P&G executive and now tv program vp at Grey.

What is the significance of Grey's naming a second exec vp with wide responsibilities including television?

It points up the "continued importance of television as a major factor in the agency business," Mr. Hollender told AA. While years ago the great creative people, like Leo Burnett, rose to the top, television will now be the breeding ground for agency principals.

"With tv providing 50% or more of the billings of a great many agencies," he continued, "it is pretty important that the principals be knowledgeable in this field." #

Ogilvy, Benson Names Four

Ogilvy, Benson & Mather, New York, has appointed Roxane Cotsakis a copy group head, James H. Filling an assistant account executive, Judith Claymont a copywriter and A. Burton Wells an art director. Miss Cotsakis formerly was with Warwick & Legler; Mr. Filling was with Colgate-Palmolive Co.; Miss Claymont was with Norman, Craig & Kummel, and Mr. Wells with Batten, Barton, Durstine & Osborn.

Donnelley Sales, Earnings Up

R. R. Donnelley & Sons Co., Chicago, has reported its sales and earnings for the six months ended June 30 were the highest, for that period, in the company's 94-year history. Six months' net sales were $63,093,000, compared with $58,378,000 for the same period in 1958. Net income reached $4,139,000, compared with $3,592,000 for the first half of 1958.

Kennedy Joins Weed, L. A.

Paul Kennedy, previously with Edward Petry Co., has joined Weed Television Corp., New York, tv station representative, as manager of its Los Angeles office and director of television sales for the West Coast. Mr. Kennedy replaces Edwin C. Metcalfe, who has been appointed to the new post of national sales manager in New York.

ROBERT E. LEONARD, *vp of Foster & Kleiser division of W. R. Grace & Co., San Francisco, has been promoted to the new post of marketing and creative director.*

Stauffer Pushes Home Use Plan in National Drive

(Continued from Page 3)

factory volume, the number is closer to 225.

■ Stauffer Reducing, which offers the home plan for reducing, was established in 1953, when Louis R. d'Assalenaux, exec vp, was brought in to head this part of the business.

The home plan is based on selling a Stauffer reducing table outright. In place of the six types of table in a salon—each designed for reducing specific portions of the body—the home user buys a basic table which, with attachments and adjustments, provides a reasonably effective equivalent of the salon equipment.

Price of the tables ranges from a small portable model, at $149.50, to the newest model, a $500 table, which can double as a davenport. This deluxe model even comes with an attachment which will rock a baby's cradle.

In the beginning, as a result of spotty distribution, the home plan was advertised locally and regionally. In 1954, some national advertising ran in *Harper's Bazaar* and *Vogue*. In 1957, when effective national distribution was achieved, about $500,000 was spent for national advertising of the home plan. By 1958, the national advertising budget was increased to $1,500,000. The 1959 budget is slightly larger.

■ Current advertising is in the form of spreads in such magazines as *Better Homes & Gardens, Farm Journal, Good Housekeeping, Ladies' Home Journal, McCall's, Successful Farming* and *Woman's Day*, plus such newspaper supplements as *This Week Magazine, Parade*, and *Family Weekly*.

All ads include coupons and are keyed to measure the effectiveness of a publication, of particular art or copy, or position of an ad. Media purchase is based on coupon results, since this is a "lead" business.

Leads received are passed on to the appropriate distributor among Stauffer's 25. Some of the regional distributors also act as local distributors, with their own sales offices.

When the leads reach the local salesman—preferably known as a "counselor"—he makes the appointment for a home demonstration. The counselor sets up a personal program for the buyer and services her with follow-ups. This is an important phase of selling, in that many leads are obtained via referrals by satisfied customers.

■ Sales of the tables can be financed. In some cases, distributors have set up arrangements through local banks. Nationally, Stauffer has an arrangement with Seaboard Finance Co. for financing of purchases.

Although women are the principal market for Stauffer, the tables also are promoted to men as an aid to relaxation and better posture. Mostly this business is promoted on a local basis, but in 1958 the home office ran an "executive fitness" campaign in *Business Week, Forbes, Fortune* and *U. S. News & World Report*. This campaign is not running nationally in 1959, but it will be resumed.

■ The national advertising of Stauffer is substantially surpassed in dollar volume by local advertising paid for by distributors. The volume of this advertising is well in excess of $4,000,000 annually. Included in this is some $500,00 spent by the company-owned distributorships in Los Angeles, Chicago and New York.

SUCCESS STORY—*This editorial-style magazine spread is typical of the before-and-after ads used by Stauffer to push its home plan.*

■ Most of the local advertising is in newspapers, which Stauffer has found to be most productive of leads, but some radio and tv also is included.

Distributors are not required to spend a specific amount for advertising, but they are required to turn in monthly reports on their advertising programs. If volume falls off, they are called to account for it. However, there is seldom need to point out the necessity of advertising, reports Ken Lovgren, advertising manager, because advertising is essential to survival, and distributors know this.

Stauffer does no co-op advertising. It does provide a mat service to both the distributors and salon franchise operators. Merchandising materials in the form of folders, direct mail pieces, sales training, tv and radio scripts are furnished at cost by the home office.

■ Almost no national advertising is used for the salons, as distinct from the home use plan. In 1958 one ad was run in a national magazine. The salons are considered as being strictly local businesses which must be promoted as such.

Although Stauffer is in a "lead" business, no gimmick approach is used, and such practices by distributors or franchise operators are frowned upon. It is characteristic of the company that emphasis is placed on a dignified approach in offering what is believed a needed service.

Foote, Cone & Belding, Los Angeles, is the agency. #

Tax Case Against Slenderella Is Set for Aug. 17 Hearing

(Continued from Page 3)

ever, the company grew swiftly. By early 1959, Slenderella said, it was operating 150 salons in the U.S., Europe, Canada and Hawaii, with annual sales of about $250,000,000 and an advertising budget (through Product Services Inc.) of about $2,500,000.

In addition to its reducing salons, Slenderella licensed its name for sale of such items as bread, cook books, jams, jellies, stockings and soft drinks. #

Bardot to Merchandise

Brigitte Bardot has retained Jay Emmett Associates, New York, to represent her in the character merchandising field. She will be available for testimonials and endorsements in fields like cigarets and automobiles and licensing of such products as bras, rainwear, hosiery and shoes, according to Emmett.

Like Gym Users, Tanny Is Flexible —in Spot Buying

(Continued from Page 3)

blue crystal . . . The gym itself is completely furnished with equipment showcased in gold or chrome.

• "To accent the gold or chrome equipment, a symphony of soft-hued colors is used throughout the draperies, carpeting and murals (charcoal gray, shocking pinks, etc.) . . . Another feature, the sun room, is patterned to afford members ease and luxury in sun bathing . . . Mood music is always heard."

Speaking in these terms, Tanny feels he achieves his objective of an appeal which attracts men, women and children, and cuts across class lines.

■ When Vic Tanny opened his first gym, in Rochester in 1935, he was 22. This initial venture was not conspicuously successful, and he moved west, setting up again in Santa Monica, Cal., in 1940. The war years followed, and with most of his prospects getting their exercise elsewhere, business was not exactly booming.

But in 1948 he opened his second gym, in Long Beach, a move which started him on his way. In the following years he continued to open new gyms, all in California. By 1953 he had 10, and by 1956 the total had reached 29.

The big jump was made in 1957, when gyms were opened in the Chicago and New York areas. Since then he has moved into Washington, Philadelphia, Baltimore, and Albuquerque. A recent count shows close to 100 gyms now in operation. All are owned by Vic Tanny, who has eschewed the usual franchise type of setup.

Present plans call for the opening of a new gym every seven days, although it is conceded this schedule may not be met, because of construction delays. Future goals are 300 health centers in 1960 and 600 by the end of 1961.

■ To reach these goals, Vic Tanny has six basic steps he has developed for boosting business: (1) Get attention; (2) arouse interest; (3) make them want it; (4) offer a special deal; (5) close the appointment, following up leads by phone; (6) keep them sold.

Advertising is almost wholly in tv spots, and just about everyone in any city where Tanny gyms are located has seen how the spots carry out this philosophy. When a gym is opened, the event is usually announced via a half-page pre-opening ad, and a page opening ad in newspapers; thereafter tv spots carry the ball.

The Tanny spots are not likely to win any awards. But they do accomplish their assignment of developing leads. Strictly hard sell, they are admittedly "busy," and fast-moving. Every spot tells the complete sales story.

There is always a "special offer," but basically it is merely emphasis upon a feature which is available to all members. Thus, while the announcer may be urging you to call a telephone number to join up now to be eligible for an "individual planned program worked out for your particular problem," this is actually available to any member at any time. Similarly, the special offer may be for free swimming lessons, or other regular membership features.

Memberships are sold for life, at $275; five years, for $185; and one year for $125. While these are presumably firm prices, it is said that managers of individual gyms have leeway in offering inducements to get or keep members.

■ The Vic Tanny account has been handled by Charles N. Stahl Advertising, Hollywood, since 1953. Until last year, most of the spots were done personally by Charles Stahl, well known to Los Angeles viewers as a commercial announcer since the early days of tv. Along with such "get attention" gimmicks as busty girls and handsome males exercising in a gym and before-and-after examples to get attention, there was one in which Mr. Stahl picked up a 4'-long phone as he urged viewers to call the Tanny phone number.

All the spots are made in Los Angeles, including the local cut-in portions, in which a number to call is given. Most spots are live for Los Angeles or taped, but some film is used.

■ Time buying for Vic Tanny gyms is a flexible operation. Don Lewis, media director for Stahl Advertising, has a budget set each month, based on sales of the previous month. From this he buys "as much time as I can." Asked if there is a pattern for buying in so many cities, Mr. Lewis said it is "to get as many stations as possible ... buy off rate card for fixed position run of schedule announcements ... then control and patrol."

Mr. Lewis says he believes in "quantity," in preference to "quality." In effect, this means he would rather buy 10 spots on programs with ratings of 3 than take one spot on a program with a 30 rating, assuming the cost were comparable. As recently as 1955, there was the policy of not paying more than $50 for a spot. This meant, he observes, "that when I had $1,000 to spend, I got 20 spots."

He does not believe in ratings as such, and says he hasn't made a cost-per-1,000 calculation for five years. He points out that since every spot urges viewers to call a telephone number, the biggest share of replies from spots comes almost immediately. As long as people keep calling, ratings are considered academic.

Over-all results are checked weekly, and schedule adjustments are made as indicated. The effect is much shifting and changing, and schedules are adjusted two and three times a month.

■ In general, tv advertising is confined to spots, because they are cheaper than program sponsorship. On a few occasions movies have been sponsored. When new gyms are opened, Tanny frequently uses one-hour remotes from the gyms, featuring a personality.

When buying spots, Mr. Lewis will take time in movies, but not in syndicated shows, because he believes movies generate higher peaks of interest. Time spots likely to catch both men and women are sought.

"We are prone to action drama, westerns and mysteries and stay clear of romance and musicals," he says. The mood of the latter two categories is not right for the hard sell and action in Tanny spots, he explains.

Also, believing there is a great deal of dial switching, Mr. Lewis believes that action programs are more likely to catch and hold the station-changers until they have heard the Tanny spot. Recognizing its spots as hard sell, Tanny avoids adjacencies to other hard sell spots.

■ A saturation effect is always sought. For example, in Los Angeles, Tanny is on every day but Saturday, usually on five of the seven stations. They are not always the same five stations; the objective is to attain the effect of being all over the dial.

All spots are either 60 or 90 seconds, again to keep cost of individual spots down so the largest possible number can be purchased. In summer, time is bought between 7:30 p.m. and midnight; in the winter, spots will be purchased from about 5:30 to 11 p.m.

Mr. Lewis seeks to be opportunistic in his buys. If a station has a big promotion that seems likely to hypo its viewing audience, he will buy spots on it for a week, then go off that station. Such situations are watched for.

Tanny advertising, he says, has been successful for two principal reasons:

1. The account is not concerned with what is bought—within the limitation of the budget. "All the client wants is results."

2. This attitude allows the agency to make time buys without consulting the client, and quick decisions can be made. As a result the agency, says Mr. Lewis, usually gets first crack at availabilities.

■ "Often," he asserts, "we can make a buy and get the spots to a station before the average buyer, requiring client or other approval, can reach a decision."

Apparently the Vic Tanny "package" and its advertising work. Unlike some systems, the Tanny method calls for real physical exercise—it offers no easy way to reduce or add weight. Every prescribed personal course calls for lifting or pushing or pulling weights, and no effort is made to conceal that fact—the advertising, in fact, stresses it. #

Gardner Names Roche VP, Simpson Copy Director

John O. Roche has been appointed creative director and a vp of Gardner Advertising Co.'s New York office. Mr. Roche, formerly Gardner copy director in St. Louis, joined the agency in 1954 as a copywriter.

John O. Roche

Theodore O. Simpson replaces Mr. Roche as copy director in St. Louis. Mr. Simpson, who joined Gardner as a copywriter in 1948, will also continue as director of the creative-contact department and will remain on the creative plans board.

Western Ad Council Adds One

The South Dakota department of highways' travel promotion account has been assigned to Western Advertising Council, Rapid City, S. D., effective Aug. 1. The account, which uses mostly print, has been with Graves & Associates, Minneapolis, for the past 20 years. The highway department's 1959 budget is about $175,000.

MAKE ROOM FOR YOURSELF IN THE GOOD LIFE

On sale: December 22
Bonus Circulation: Over 500,000

This year-end 2-in-1 issue is sure to set a new circulation record for LIFE. In it, LIFE will unfold "The Good Life"—how America spends its leisure time.

LIFE will cover the Gay Old Days at the turn of the century. Then LIFE moves on to cover such topics as: Do It Yourself, Summer Culture, America at Play, Retirement, How to Play With Your Kids, Fishing, Golf, Boating—and more.

You'll get an intimate look at America's famous men and women doing the things they like to do in their off-hours.

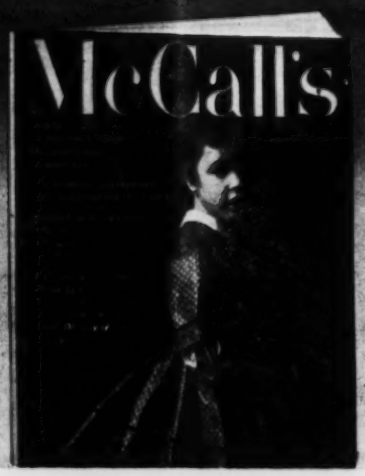
What an issue to be *in!* An ideal setting for selling. Nearly half of this country's output is made up of the things Americans buy and build to use in their free hours. (Your products.)

"The Good Life" should sell well over 6,500,000 copies. This means *a big bonus circulation for you* — with longer-than-usual reading life to boot!

Finish up the Fifties, start the Sixties in "The Good Life." Reserve your space now—four-color closing, November 9; black and white, November 23.

Now!
Sell 'em
west of Laramie
through

McCALL'S NEW WESTERN EDITION



Effective with the November issue, McCall's will have a Western Edition, the first in the women's service field. Coverage—eleven western states. Rate base—850,000. Editorial content—the same vital pages that have upped national circulation to more than 5,400,000...jumped advertising lineage in July, August, September. This announcement follows the news that McCall's will no longer charge a premium for bleed. It's another move to make McCall's the advertiser's best magazine buy today. If a Western Edition fits your distribution plans, ask your McCall's representative for details.